

For Immediate Release

ZERO



Media Contact:

Wendy Norris, Norris Communications
(415) 307-3853 / wendy@norriscommunications.biz

For Illuminating Downtown

Jennifer Easton, Senior Project Manager, Public Art, City of San Jose
(408) 793-4338 / jennifer.easton@sanjoseca.gov

EUROPEAN VISUAL LABEL ANTIVJ GRANTED ZERO1 FELLOWSHIP AWARD

**Spectacular US Debut in Early 2015 Features Interactive Wayfinding Platform
*Sponsored by City of San Jose, Office of Cultural Affairs***

July 17, 2013, San Jose, CA – ZERO1: The Art & Technology Network, in collaboration with the City of San Jose’s Public Art Program (SJPA) are pleased to announce European-based artist group ANTIVJ as the recipient of the ZERO1 Fellowship for an interactive platform for urban wayfinding. This fellowship is one of four major projects to be launched as part of San Jose Public Art’s “Illuminating Downtown Project.”

ANTIVJ refers to themselves as a visual label initiated whose work is focused on the use of projected light and its influence on our perception. Their work has been featured at the Centre Pompidou, Metz; New Songdo City, South Korea; Nuits Blanches Bruxelles, and more. As their first major commission in the U.S., ANTIVJ will participate in a ZERO1 Fellowship where they will prototype an innovative technological platform that serves as an interactive, illuminated pedestrian-oriented navigation system.

“Being invited to work with ZERO1 and SJPA on such an ambitious project, is exhilarating,” said Simon Geilfus, artist from ANTIVJ. “After years of traveling and showing our work everywhere it was about time to come present something in the US, so being able to do it with ZERO1 in the Silicon Valley feels like the perfect start!”

The Fellowship builds on the long history of collaboration between ZERO1 and SJPA related to innovative public art platforms. Illuminating Downtown Project (IDP) is a multi-year initiative led by San Jose Public Art. It is a transformative program designed to stimulate activation of downtown San Jose through a series of layered

interactive lighting projects that will engage building tops, gateways, and street-level activations, employing new forms of energy-efficient lighting, solar energy and computer programming strategies. The ZERO1 Fellowship is one of four pilot projects.

“We’re extremely excited to provide the ZERO1 Fellows with an opportunity to pursue their projects in the context of unique collaborations with the public and private sectors that address social innovation,” said ZERO1’s Executive Director Joel Slayton. “Bringing ANTIVJ to the U.S. for their debut and providing the environment for them to experiment with new forms of their artwork is an exciting opportunity for ZERO1 and the City of San Jose, which will be home for this spectacular work of art.”

ANTIVJ was chosen from a pool of international applicants, by a group of distinguished panelists, including Joel Slayton, Executive Director of ZERO1; Jaime Austin, Curator and Director of Programs, ZERO1; Sarah Beth Nesbit, Marketing Director, ZERO1; Barbara Goldstein, Principal, Barbara Goldstein & Associates, Creative Placemaking and Public Art Planning; Jennifer Easton, Senior Project Manager, Public Art, City of San Jose; Jessica Zenk, Arts Council and Senior Director, Transportation Policy at Silicon Valley Leadership Group; and Rudolf Hechfellner, Director of Applications, Phillips Lumileds.

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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.

About Illuminating Downtown Project (IDP)

IDP is partially funded through ArtPlace America a consortium including Bloomberg Philanthropies, The Ford Foundation, The James Irvine Foundation, The John S. and James L. Knight Foundation, The Kresge Foundation, The McKnight Foundation, The Andrew W. Mellon Foundation, The Rockefeller Foundation, Rasmuson Foundation, The Robina Foundation, The William Penn Foundation and an anonymous donor. In addition to the NEA, federal partners are the departments of Housing and Urban Development, Health and Human Services, Agriculture, Education and Transportation, along with leadership from the White House Office of Management and Budget and the Domestic Policy Council.

About SJPA

The City of San José Public Art Program (SJPA), a division of the San José Office of Economic Development, seeks to build community identity by initiating artworks and exhibitions that enliven our community. Through active engagement between the artists and project stakeholders, SJPA strives to reflect the City's diversity, historic richness, and envision its future.

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For more information, images, or interviews contact:

Wendy Norris, Norris Communications

(415) 307-3853 or wendy@norriscommunications.biz or press@zero1.org

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 Fellowship program, where principles of artistic creativity are applied to real world innovation challenges. Part incubator, part research lab, part think tank, the ZERO1 Fellowship program informs strategies for research, development, and creativity.

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