ZER01

ZER01 NAMES DIGITAL CULTURE PIONEER AS NEW EXECUTIVE DIRECTOR
JOEL SLAYTON TO STEER ORGANIZATION AS IT EVOLVES ITS VISION TO INSPIRE CULTURE AT THE INTERSECTION OF ART AND TECHNOLOGY

SAN JOSE, CA - May 30, 2008 – ZER01: the Art & Technology Network has named Joel Slayton as its new executive director. An artist, writer and researcher, Slayton is a full tenured professor at San Jose State University where he is Director of the CADRE Laboratory for New Media, an interdisciplinary academic program in the School of Art and Design dedicated to the development of experimental applications involving information technology and art. Established in 1984 CADRE is one of the oldest and most prestigious media art centers in the United States. To fulfill his role with ZER01, Slayton is taking professional leave from SJSU.

Slayton, who was Chairperson for ISEA2006, which was held in conjunction with the inaugural 01SJ Festival, is a member of the board of directors for ZER01 and is currently on the program advisory committee for the 2008 Festival. He will relinquish his board seat in mid-June as he takes the helm of ZER01.

"ZER01 is the catalyst for a significant cultural festival and biennial exhibition that distinguishes San Jose and Silicon Valley on the world stage," remarked Slayton. Becoming executive director represents a synergy between how the organization is evolving and how my role in it has continued to expand. It's an exciting time to come on board as we get ready to kick-off the 2nd biennial Festival and as we look to the future at what it – and the organization – will become. I'll be working closely with our institutional partners and key sponsors as we advance the mission of the organization and value of the Festival."

"Kersti Bronk, our current executive director, has done an outstanding job taking the organization through the process of our second biennial Festival," said Andy Cunningham. She brought 17 years of community service and government relations experience to bear and we are extremely grateful to her for her dedication and leadership. Joel will take the helm as we move into the next chapter of the organization, and I am excited to have the opportunity to work more closely with him."

JOEL SLAYTON BIOGRAPHY

As Director of CADRE, Slayton's role includes serving as Executive Editor of SWITCH, CADRE's on-line journal of new media discourse and practice, which explores themes that range from Network Culture to Artificial Life. Slayton also serves on the Board of Directors of Leonardo/ISAST (International Society for Art, Science and Technology), and was Editor and Chief of the Leonardo-MIT Press Book Series from 1999-2005. His research explores social software, cooperation models and network ontology. Papers include Social Software; Entailment Mesh, The Re= Purpose of Information, and The Ontology of Organization as System.

As an artist, Slayton's works have been featured in over one hundred exhibitions internationally. He has presented at the Singapore Art Museum and was a keynote speaker at the ACE Conference on Advances in Computing Entertainment Technology in Los Angeles and at the Urban Games and Mobile Computing conference hosted by the Nabi Art Center in Seoul. He has been selected as the first recipient of the Pick-Laudati Award by the Department of Art Theory and Practice at Northwestern University. Considered a pioneer in the field of art and technology Joel Slayton's artworks engage with a wide range of media technology including information mapping, networks and interactive visualization. He was an original member of the Visible Language Workshop at MIT in the mid 1970's, has received a National Endowment for the Arts award, and was selected for the Xerox Parc Pair Artists in Residence Program. Joel Slayton's robotic tele-present works have been exhibited at the Krannert Museum of Art and at the School of the Art Institute of Chicago. He was selected for participation in Alternating Currents: American Art in the Age of Technology co-curated by San Jose Museum of Art and the Whitney Museum of American Art.

From 1998-2007 Slayton was President and founder of C5 Corporation. C5 is a hybrid form of authorship intersecting research, corporate culture and artistic enterprise. C5 research explores issues of visualization involving large data sets and social networks. Begun in 1996, C5 projects have been featured at SF Camerawork, Museo de BelleArtes, II International Bienale Buenos-Aires, Walker Art Center, the Cantor Center for the Arts, Transmediale, Ars Electronica, The New Museum, San Jose Museum of Art, ASU Center for Creative Inquiry and at AUT in New Zealand.

ABOUT ZER01
ZER01: The Art & Technology Network is an independent 501 c (3) nonprofit founded in 2000 whose primary mission is to inspire culture at the intersection of art and technology. ZER01 is the producing organization for 01SJ: A Global Festival of Art on the Edge. In addition, since its founding, ZER01 has organized a series of salons, panels, and presentations of artwork and invited artists, musicians, and theorists from the Bay Area, the nation, and foreign countries to talk about and show their work. The programming efforts spearheaded by ZER01 are made possible through the generous contributions of its sponsors. Sponsors for the 2nd Biennial 01SJ Festival of Global Art on the Edge include: Visionary sponsors, Adobe Systems, Inc. • Cisco • City of San Jose. Additional sponsors include: 1st ACT Silicon Valley • Applied Materials, Inc. • Global Fluency • Hotel Montgomery • James Irvine Foundation • Liquid Agency • Metro News • Packard Foundation, The William and Flora Hewlett Foundation • Wired • The Andy Warhol Foundation for the Visual Arts• Bank of America • Comerica Bank • Creative Capital Foundation • Delgadillo & Associates, Inc. • DLA Piper • DMNA • eBay Foundation • Green Fair Silicon Valley • Lockheed Martin Corporation • Orchard Commercial • Salas O'Brien Engineers • San Jose Redevelopment Agency • Santana Row • SAP • Target • Visual Arts Board of the Australia Council of the Arts.

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