



ZERO1 LAUNCHES 2011 SPEAKERS SERIES  
ART/TECHNOLOGY: *IN CONVERSATION*

IDEO & SNIBBE INTERACTIVE DISCUSS  
'THE FUTURE OF PLAY'

San Jose, Calif. (March 8, 2011) — [ZERO1: The Art and Technology Network](#) is pleased to announce *ART/TECHNOLOGY: In Conversation*, an ongoing series of discussions featuring artists and technologists exploring topics relevant to contemporary society.

*ART/TECHNOLOGY: In Conversation* begins on Thursday, March 24<sup>th</sup> with *The Future of Play*. Taking place at [The Tech Museum](#) in San Jose, *The Future of Play* engages Joe Wilcox toy inventor/model maker, [IDEO](#), and [Scott Sona Snibbe](#), new media artist, filmmaker and researcher, in a lively conversation about the expansive role of play in the world's future. The conversation will be moderated by Richard Rinehart, Media Director and Adjunct Curator at the UC Berkeley Art Museum/Pacific Film Archive.

Increasingly recognized as an essential tool for developing innovation, both IDEO and [Snibbe Interactive](#) are known for utilizing concepts of play in their designs and creations. From leveraging play as a tool for engaging childhood learning environments, to boosts in creativity leading to the development of new consumer projects and new ways of working, *The Future of Play* is likely to affect us all. Join the conversation and explore the role of play as it moves beyond the playground and into the office, the art world, and the world of economics.

*ART/TECHNOLOGY: In Conversation*, a quarterly series, is produced in partnership with various regional organizations, part of ZERO1's national and international cultural network.

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## Event Details

Place: The Tech Silicon Valley Innovation Gallery

Time: 6:30pm

Cost: FREE and open to the public

For additional information about this and upcoming conversations, visit [www.zero1.org/events](http://www.zero1.org/events).

## About 'The Future of Play' Participants:

### Joe Wilcox, IDEO

Joe joined the [IDEO](#) ToyLab in April 2007 as a Toy Inventor/Model-maker, with a focus on proprietary mechanism development.

A kinetic artist at heart, Joe attended high school at North Carolina School of the Arts and college at Rhode Island School of Design. Prior to IDEO, Joe was an Industrial Designer at [NASA Johnson Space Center](#), designing spacecraft interiors and microgravity storage solutions for the Crew Exploration Vehicle. At the [MIT Manned Vehicle Lab](#), Joe designed and fabricated a mockup of a [new kind of spacesuit](#) called the [Biosuit](#), a skin-tight suit that uses mechanical counter-pressure to mimic the atmospheric pressure of Earth.

For his RISD Thesis project, Joe developed a [three-wheeled vehicle that leans into turns](#) like a motorcycle but does not require a computer or complex mechanisms to operate. His evolving design is aimed at the emerging light electric vehicle market for in-city commuting.

Prior to his formal Industrial Design training at [RISD](#), Joe spent six seasons with the [Culpepper and Merriweather Great Combined Circus](#) as a Roustabout, stage hand, prop builder and show drummer. The C+M Circus was an old style, one-ring, Big-Top tent show that played across 27 states, in a different town each day, for 250 days in a row! If you come from some far flung corner of the west, chances are Joe has been to your town!

### Scott Sona Snibbe, Snibbe Interactive / Sona Research

Scott Snibbe is a media artist, filmmaker, and researcher in social interactivity. Whether on mobile devices or in large public spaces, his interactive art spurs people to participate socially, emotionally, and physically. His works are strongly influenced by cinema: particularly animation, silent, and surrealist film; and sometimes mix actors' filmed performances with real-time audience interaction. His artwork is in the permanent collections of the Whitney Museum of American Art (New York) and

The Museum of Modern Art (New York). His work has been shown in over one hundred solo and group exhibitions since 1989 including the Institute of Contemporary Arts (London), The Berkeley Art Museum (California), InterCommunications Center (Tokyo); and Ars Electronica (Austria). He has received grants and awards from the National Science Foundation, Renew Media, the Rockefeller Foundation, the Ford Foundation, Prix Ars Electronica, and the National Endowment for the Arts. He is the founder of two organizations: Snibbe Interactive, Inc., which distributes social interactive media; and Sona Research, which engages in educational and cultural research.

#### RICHARD RINEHART, MODERATOR

Richard Rinehart is Digital Media Director and Adjunct Curator at the UC Berkeley Art Museum/Pacific Film Archive. He has taught digital art studio and theory at UC Berkeley in the Center for New Media and Art Practice departments and has been visiting faculty at the San Francisco Art Institute, UC Santa Cruz, San Francisco State University, Sonoma State University, and JFK University. Rinehart sits on the Executive Committee of the UC Berkeley Center for New Media and has served on the Board of Directors for New Langton Arts in San Francisco.

Rinehart also manages research projects in the area of digital culture, including the NEA-funded project, 'Archiving the Avant Garde', a national consortium of museums and artists distilling the essence of digital art in order to document and preserve it. Rinehart is a new media artist whose art works, papers, projects, and more can be found at <http://www.coyoteyip.com>

#### ABOUT THE TECH MUSEUM

**THE TECH MUSEUM IS A HANDS-ON TECHNOLOGY AND SCIENCE MUSEUM FOR PEOPLE OF ALL AGES AND BACKGROUNDS. THE MUSEUM-LOCATED IN THE CAPITAL OF SILICON VALLEY -IS A NON-PROFIT LEARNING RESOURCE ESTABLISHED TO ENGAGE PEOPLE IN EXPLORING AND EXPERIENCING TECHNOLOGIES AFFECTING THEIR LIVES. THROUGH PROGRAMS SUCH AS THE TECH CHALLENGE, OUR ANNUAL TEAM DESIGN COMPETITION FOR YOUTH, AND INTERNATIONALLY RENOWNED PROGRAMS SUCH AS THE TECH AWARDS PRESENTED BY APPLIED MATERIALS, INC., THE TECH MUSEUM CELEBRATES THE PRESENT AND ENCOURAGES THE DEVELOPMENT OF INNOVATIVE IDEAS FOR A MORE PROMISING FUTURE.**

#### ABOUT ZERØ1: THE ART AND TECHNOLOGY NETWORK

ZERØ1, identifies, commissions, and presents art that is reshaping contemporary culture, and, as a result, is creating a global cultural relevance for the region that mirrors the creativity and innovation for which Silicon Valley is recognized. ZERØ1 is the producing organization for O1SJ 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, ZERØ1 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 ZERØ1, visit [www.zero1.org](http://www.zero1.org).

For more information please contact:

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