

For Immediate Release



***ZERO1's May 'Art/Tech: In Conversation'
Features
Silicon Valley legend Nolan Bushnell
in discussion with ZERO1 Executive Director, Joel Slayton***

April 16, 2013, San Jose, CA – What do Atari, Chuck E. Cheese, Steve Jobs and now, ZERO1 have in common? Nolan Bushnell.

Nolan Bushnell founded the groundbreaking gaming company Atari in 1972, and two years later hired Steve Jobs, as well as many other creatives over the course of five decades in business.

This May 15, 2013, ZERO1: The Art & Technology network is pleased to present a special *Art/Tech: In Conversation* featuring Silicon Valley legend Nolan Bushnell in discussion with ZERO1's Executive Director Joel Slayton.

Bushnell's first book, *Finding the Next Steve Jobs: How to Find, Hire, Keep and Nurture Creative Talent*, explains how to find, hire, and nurture the people who could turn your company into the next Atari or the next Apple. Notes Walter Issacson, author of *Steve Jobs*, "An absolutely invaluable book by the founder of Atari and the man who launched Steve Jobs' career."

During this special ZERO1 event Slayton will engage Bushnell on the topic of his first book and explore his advice, which has been cited as being constantly counter-intuitive, surprising, and atypical.

When looking for employees, ignore credentials. Hire the obnoxious (in limited numbers). Demand a list of favorite books. Ask unanswerable questions. Comb through tweets.

Just because you've hired creatives doesn't mean you'll keep them. Once you have them, isolate them. Celebrate their failures. Encourage ADHD. Ply them with toys. Encourage them to make decisions by throwing dice. Invent haphazard holidays. Let them sleep.

This one-evening only South Bay event will take place at the ZERO1 Garage in downtown San Jose on May 15, 2013. Directly following the *Art/Tech: In Conversation* segment of the evening, Bushnell will be available to sign copies of his new book.

Date: Wednesday, May 15, 2013

Place: ZERO1 Garage (439 S. 1st Street in downtown San Jose)

Time: 7:00-7:30pm: Discussion

8:00-9:00pm: Networking reception and book signing

About Nolan Bushnell

Nolan Bushnell is the founder of video game company Atari, Chuck E. Cheese-the first restaurant to integrate gaming into its entertainment model-as well as twenty-five other companies. Bushnell has been inducted into the Video Game Hall of Fame and the Consumer Electronics Association Hall of Fame, received the BAFTA Fellowship, and was named one of Newsweek's "50 Men Who Changed America." He's a frequent subject of media coverage and was prominently featured in Walter Isaacson's best selling book, Steve Jobs.

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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. Visit www.zero1.org

About the ZERO1 Garage

Through the lens of art and technology, the ZERO1 Garage informs strategies for research, development, and creativity by provoking challenges that address the complex world in which we live. The ZERO1 Garage is a platform for creative risk-takers from the arts and culture, business, science and academic sectors to interact, engage, and spur innovative change.

Media Contact:

Wendy Norris, Norris Communications
(415) 307-3853 or wendy@norriscommunications.biz
or press@zero1.org