

SEPTEMBER 12 – DECEMBER 8, 2012

SEEKING SILICON VALLEY



ZERO
BIENNIAL



INSTITUTE FOR THE FUTURE

Under the thematic **Seeking Silicon Valley** the 2012 ZERO1 Biennial proposes that contemporary art practice can re-imagine the idea, the place, and the experience of Silicon Valley.

Founded in 2006, the ZERO1 Biennial is a contemporary art event showcasing innovative artists who are working at the convergence of art and technology to reshape contemporary culture. The 2012 ZERO1 Biennial features an expanded program of exhibitions, public art installations, performances, and events including work by more than one hundred artists who will challenge our notions of place and identity as they investigate the role Silicon Valley has played in changing the ways we work, live, and communicate globally.

Renowned as a hub of entrepreneurship and innovation, Silicon Valley is notoriously difficult to experience. More than a specific location it is a network of freeways, technologies, companies, and communities. Modelling this networked nature, the Biennial hub is located at the “ZERO1 Garage” in downtown San Jose, with a connected system of more than forty partnering venues serving as Biennial access points throughout the San Francisco Bay Area and beyond. In order to visualize this expansive network of activities, ZERO1 has collaborated with Institute for the Future (ITFF) to create a map of all Biennial locations within a landscape of four alternative futures for the Bay Area.

This map demonstrates how the ZERO1 Biennial is not only about the geographical region of Silicon Valley; it is about the landscape of possibility that exists when we recognize that the individual decisions we make today directly affect our collective future.

The artists and artworks featured in the 2012 ZERO1 Biennial will challenge our notions of place and identity as they investigate the role Silicon Valley has played in changing the ways we work, live, and communicate globally.



Seeking Alternative Futures in Silicon Valley

Silicon Valley occupies a timescape of ideas and aspirations, of shifting geologies, technologies, and cultures. In this timescape, the future unfolds like origami, showing us faces and places we might never have imagined had we not looked closely.

Can we see a future in which **collaborative constraint** would not only be accepted, but improve quality of life? Can we imagine construction workers being biologists and building **bioconstructed realities**? We might have hoped to see **boom times for the bay**, but did we know how far we'd sell out our environment to get it? And while we fear the "big one", might something like the **9/9/29** earthquake lead to a radically new and improved way of life?

Silicon Valley is a landscape of possibility. This map is about what we discover when we peer into the imaginations of today's artists, showing us that Silicon Valley is no single vision of the present, past, or future. It asks: What's possible? And after we discover what's possible, it is up to us to then make a better future.

4 Visions: Archetypes of Change

All our visions of the future fall into four scenario archetypes:



Each of these is rich in variants, spurred by unexpected contexts and contradictory values.

The four short images of the future captured here invite you to bring your own insight into these possible worlds—to amplify, challenge, or extend each narrative with your friends and neighbors in the Bay Area. Embellish each scenario with your own details, perhaps inspired by your tour of the ZERO1 Biennial. Reflect on the choices we will all make, separately and together, over the coming decades as we bring our personal and collective visions into reality.

Artifacts: Futures Made Tangible

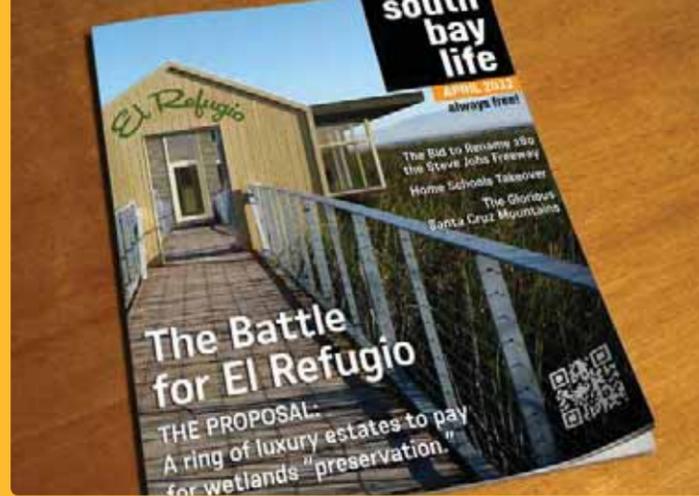


If we were archeologists of the future, what would we find to help us imagine the people, the tools, and the associations that define it? Offered up here are four artifacts from the future: a dream home featured in a Western home magazine, a billboard, a digital mirror, and a promotional ad. Look for the deeper stories behind them—just as you look for the stories emerging from the ZERO1 Biennial.



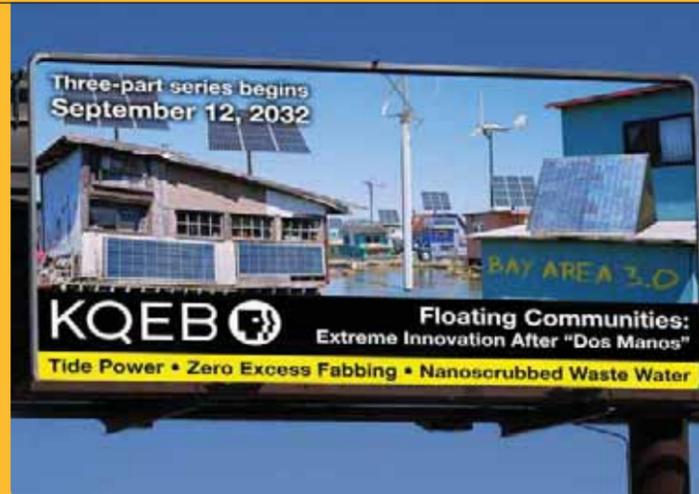
boom time for the bay

Economic growth brings wealth, material goods, and tradeoffs, like luxury housing built on once pristine marshland.



9/9/29

Grassroots community innovation has become an enduring symbol of resilience after the "Dos Manos" earthquake.



collaborative constraint

With sustainability as a shared goal, consumption is rationed and contributions to society are rewarded.



bioconstructed realities

Although the players are holograms and the stadium has been "grown" through bioconstruction, the pleasures of the ballpark remain.



Despite global economic volatility, the Bay Area continues to make bold leaps forward, reinventing business through its entrepreneurial spirit, DIY culture, and world-class talent. Thriving industry clusters around neurotechnology, renewable energy, robotics, molecular manufacturing, automated vehicles, and augmented reality gaming are driving a booming local economy and creative culture.

The downside? Multitudes of poorer residents have been pushed out of the Bay Area, forming a ring of poverty and crime around gated enclaves of super-affluence. And even for those who can afford to live here, jammed transportation systems, lack of housing, and diminishing open space are degrading the historic attractions of the Bay. Still, the loud hum of business ambition has drowned out the "old guard"—those calling for social and environmental regulation, and "gardening" the region with technological solutions has become the default policy.

After decades of political gridlock and chronic underinvestment in vital infrastructure and disaster preparedness, the Bay Area was in a faltering state. The encroaching ocean undermined the region's water systems. Extensive coastal erosion, flooding, and massive fires assaulted the landscape. Floating colonies of shanty boats housed half a million.

The knockout punch was the 8.2 magnitude earthquake on 9/9/29. The "Dos Manos" along both the San Andreas and Hayward Faults destroyed bridges and infrastructure, killed almost 4500 people, and displaced over 800,000.

Now, in 2032, we are beginning to emerge from this long nightmare. The people of the Bay Area, from the floating settlements to the newly zoned regions of the coast and East Bay mountains, are drawing on a history of regional inventiveness to rebuild communities with resilient technologies, distributed energy, and new ways of living.

Economic inequality and dwindling natural resources have forced the creative minds in the Bay Area to innovate in the service of sustainability and economic balance. We have become the vanguard of a constrained, but highly collaborative, society. Sharing, making, and conservation are thriving here—reducing waste, protecting the environment, and even helping citizens save money.

Taxes are high, but our participatory funding model allows citizens to directly allocate public resources to the causes we care about the most. Laws are automatically enforced using embedded sensors and control. For example, your shower only works during certain allowed times. We feel that future generations will surely benefit from the small sacrifices we make today.

The Bay Area has become the epicenter of a rapid transformation of human society, social institutions, and life itself. Social relations are increasingly driven by the enhanced telepathic connectivity afforded by neurotech innovations. Economic models have evolved to incorporate radical abundance, especially in energy and construction. Our new political systems use real-time sentiment analysis and citizen neural predictive modeling to guide decision-making.

In the process of change, the lines between human and machine, and between natural and engineered, have blurred beyond distinction. But some things never change—like going to a baseball game—even if the stadium has been biologically grown and some of the players are holographic simulations of past heroes.



Come visit the Oakland Coliseum
 Upper deck seats growing now!
Opening Day
 Thursday, April 6, 2012

what if...
 biology becomes a manufacturing and construction industry?

what if...
 a massive earthquake left resilient communities in its aftermath?

KOEBO
 Floating Communities: Extreme Innovation After "Dos Manos"
 Tide Power • Zero Excess Fabbing • Nanoscrubbed Waste Water

what if...
 nature becomes a planned development?

The Battle for El Refugio
 THE PROPOSAL
 A vision of luxury estates to pay for a new bay life

what if...
 the government tracked and rationed your consumption?

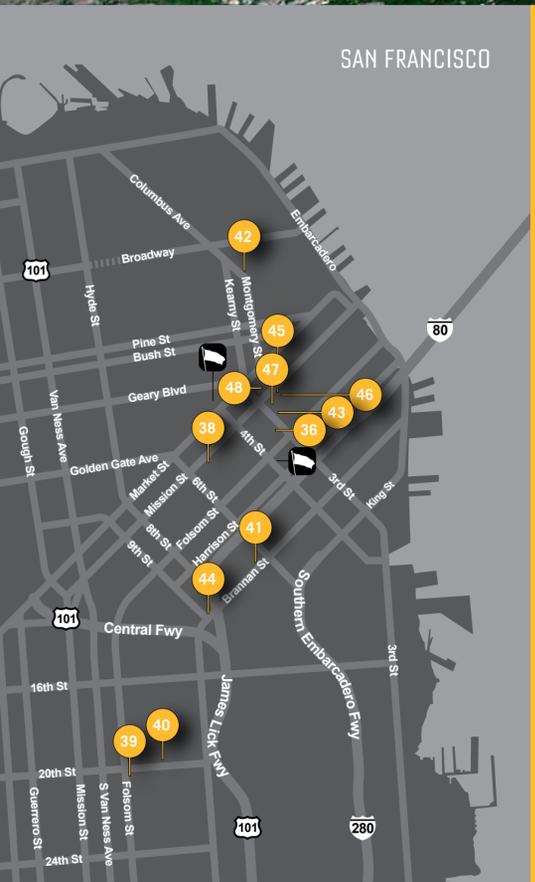
PALO ALTO CIVIC DASHBOARD
 11844 SEPT 8, 2012
 GOOD MORNING, STEVE!
 CIVIC DUTY

SEPTEMBER 12 - DECEMBER 8, 2012

ZERO BIENNIAL

SEEKING SILICON VALLEY

ZERO BIENNIAL HUB



- San Francisco**
- 36 ALONZO KING LINES BALLET**
 At Yerba Buena Center for the Arts, Novellus Theater
 San Francisco, CA 94103 linesballet.org
 Alonzo King, LINES Ballet Dancers and Jim Campbell
 October 19–28, 2012
 - 37 HEADLANDS CENTER FOR THE ARTS**
 944 Simmonds Road, Sausalito, CA 94965
headlands.org
 Andrew Norman Wilson
Movement Materials and What We Can Do
 October 7, 2012
 - 38 GRAY AREA FOUNDATION FOR THE ARTS**
 925 Market Street, San Francisco, CA 94102
gafta.org
 Up Festival
 October 20–21, 2012
 - 39 KADIST ART FOUNDATION/KAPSUL**
 3295 20th Street, San Francisco, CA 94110
kadist-of.org | kapsul.org
 Kennedy Browne, film screening
 October 3, 2012 at 6pm
 - 40 SOUTHERN EXPOSURE**
 3030 20th Street, San Francisco, CA 94110 soex.org
 Lucky Dragons
 November 2, 2012
 - 41 PERFORMANCE ART INSTITUTE SAN FRANCISCO**
 75 Boardman Place, San Francisco, CA 94103
theperformanceartstitute.org
The Future Imagined: What's Next?
 November 9, 2012–January 15, 2013
 Sean Fletcher and Isabel Reichert,
The Artist is Elsewhere
 October 19, 2012
 - 42 SWISSNEX SAN FRANCISCO**
 730 Montgomery Street, San Francisco, CA 94111
swissnexsanfrancisco.org
 The Sound of Science: Performance and Talk with
 artists Pe Lang and Charles Lindsay
 September 18, 2012 at 6:30pm
 - 43 SAN FRANCISCO MUSEUM OF MODERN ART**
 151 3rd Street, San Francisco, CA 94103 sfmoma.org
 Rafael Lozano-Hemmer, *Frequency and Volume*
 November 3, 2012–February 3, 2013
Stage Presence: Theatricality in Art and Media
 July 7–October 8, 2012
Field Conditions
 September 1, 2012–January 6, 2013
 Eve Sussman, *whiteonwhite.algorithmicnoir*
 Discussion: September 27, 2012 at 7pm
 Screening: September 28–30, 2012
 at 11am–5pm
 - 44 SOMARTS CULTURAL CENTER AND COME OUT & PLAY FESTIVAL**
 934 Brannan Street, San Francisco, CA 94123
somarts.org | comeoutandplaysf.org
 2012 Come Out & Play Exhibition
 November 17–December 8, 2012
 2012 Come Out & Play Festival
 December 1–2, 2012
 - 45 SPUR URBAN CENTER**
 654 Mission Street, San Francisco, CA 94105 spur.org
 Check website for schedule
 - 46 CATHARINE CLARK GALLERY**
 150 Minna Street, San Francisco, CA 94105
cclarkgallery.com
 Chris Doyle
 September 8–October 28, 2012
 - 47 ELI RIDGWAY GALLERY**
 172 Minna Street, San Francisco, CA 94105
eliridgway.com
 Kenneth White, *System Operations*
 September 8–November 12, 2012
 - 48 FREY NORRIS CONTEMPORARY & MODERN**
 161 Jessie Street, San Francisco, CA 94105
frenorris.com
 Ranu Mukherjee and Julio Cesar Morales
 September 6–October 27, 2012

- Peninsula**
- 33 PALO ALTO ART CENTER**
 1313 Newell Road, Palo Alto, CA 94303
cityofpaloalto.org/artcenter
 Mel Day, *Stanford Memorial Church (Light and Sound)*
 October 2012–April 2013
 - 34 COMPUTER HISTORY MUSEUM**
 1401 N. Shoreline Boulevard
 Mountain View, CA 94043
computerhistory.org
 ZERO1 Biennial Open Day
 (free admission)
 September 15, 2012
 - 35 STANFORD INSTITUTE FOR CREATIVITY AND THE ARTS**
 Hasso Plattner Institute of Design
 Thomas F. Peterson Engineering Laboratory
 Building 550, Stanford University
 550 Panama Mall, Stanford, CA 94305
arts.stanford.edu
 Robert Whitman, *Local Report 2012*
 October 11, 2012 at 4pm
 - 50 BERKELEY ART MUSEUM & PACIFIC FILM ARCHIVE**
 2625 Durant Avenue #2250
 Berkeley, CA 94720
bampfa.berkeley.edu
 Nicholas de Monchaux,
The Museum and the Virtual City
 September 13, 2012 at 3pm
 - 51 WORTH RYDER ART GALLERY**
 UC Berkeley, 116 Kroeber Hall
 Berkeley, CA 94720
worthyrydergallery.org
 New Work by Ryan and Trevor Oakes
 September 12–October 6, 2012
- East Bay**
- 49 THE ART, TECHNOLOGY, AND CULTURE COLLOQUIUM**
 UC BERKELEY'S CENTER FOR NEW MEDIA AND UC BERKELEY DEPARTMENT OF ART PRACTICE
 Banatao Auditorium, Sutardja Dai Hall
 UC Berkeley, Berkeley, CA 94720
atc.berkeley.edu
 Ryan and Trevor Oakes
 September 17, 2012 at 7:30pm
- Beyond**
- MEDIA CITY SEOUL**
 Misulgwan-gil 30 (Seosomun-dong 37)
 Jung-gu, Seoul 100-813
 South Korea
mediacityseoul.kr
 Spell on You
 September 11–November 4, 2012
 - SAMEK ART GALLERY**
 Bucknell University
 701 Moore Avenue
 Lewisburg, PA 17837
bucknell.edu/Samek.xml
 Manifest.AR, *Manifest.AR @ ZERO1*
 September 12–December 8, 2012
 - URAL INDUSTRIAL BIENNIAL**
 Ural Branch of the National Center for Contemporary Arts
 (Ural branch NOCA)
 19a Dobrolubova Street
 620014, Ekaterinburg, Russia
uralbiennale.ru
 Ars Virtua, V2V
 September 13–October 22, 2012

- San Jose/South Bay**
- 26 BAY AREA GLASS INSTITUTE**
 401 E. Taylor Street, Suite 115
 San Jose, CA 95112
bagi.org
 You Design It—We Make It
 September 15, 2012
 - 27 CITY HALL**
 San Jose City Hall, Wing Niches
 200 E. Santa Clara Street
 San Jose, CA 95112
climateclock.wordpress.com
 Climate Clock Initiative
 Opening September 12, 2012
 - 28 CHILDREN'S DISCOVERY MUSEUM OF SAN JOSE**
 180 Woz Way, San Jose, CA 95110
cdm.org
 Lantans, *Luminarios, Batteries and Bulbs*
 September 15, 2012 at 5:30pm
 - 29 MONTALVO ARTS CENTER**
 15400 Montalvo Road, Saratoga, CA 95070
montalvoarts.org
 Daniel Canogar, *The Film Trilogy*
 July 29–October 14, 2012
 Nina Waisman, *As We Move, So You Think*
 November 8, 2012 at 7pm
 - 30 SAN JOSE AIRPORT'S ART + TECHNOLOGY PUBLIC ART PROGRAM**
 Norman Y. Mineta San Jose International Airport, Terminal B
 1701 Airport Boulevard
 San Jose, CA 95110
sanjoseculture.org/?pid=99220
 Freya Bardell and Brian Howe,
Wired Wilderness
 Opening September 12, 2012
 - 31 EBAY INC**
 2211 N. 1st Street
 San Jose, CA 95131
ebayinc.com
 Jer Thorp and Mark Hansen,
Before Us is the Salesman's House
 September 12–October 12, 2012
 - 32 SAN JOSE TAIKO**
 At The Mexican Heritage Plaza
 1700 Alum Rock Avenue
 San Jose, CA 95116
taiko.org
 Rhythm Spirit 2012:
 Taiko + Technology
 September 21, 2012 at 8pm and
 September 22, 2012 at 2pm
 and 8pm
 - SPUR SAN JOSE**
spursanjose.org
 Check website for schedule

Manifest.AR is an international artists' collective working with emergent forms of augmented reality as interventionist public art.

Manifest.AR @ ZERO1 is an augmented reality group exhibition that re-imagines and reinterprets high-tech corporate campuses and products of Silicon Valley throughout the San Francisco Bay Area and Lewisburg, Pennsylvania.

For more information scan the QR code or go to: manifestar.info/zero1

CONTENT

- EVENT
- EXHIBITION
- MANIFEST.AR
- PERFORMANCE
- PUBLIC ART

VENUES

- SAN FRANCISCO
- PENINSULA
- EAST BAY
- BEYOND
- SAN JOSE

LEGEND

1 BIENNIAL HUB ZERO GARAGE

439 S. 1st Street, San Jose, CA 95113
zero1biennial.org

- ✕ *Seeking Silicon Valley*
September 12–December 8, 2012
- 📅 Opening week performances
zero1biennial.org/performance
- 🗨️ ZERO1 Artist Talk Series
zero1biennial.org/talks

San Jose

- 2 **SAN JOSE MUSEUM OF ART**
110 S. Market Street, San Jose, CA 95113
sjmusart.org
✕ Ranu Mukherjee, *Telling Fortunes*
Aug. 18, 2012–Jan. 13, 2013
🗨️ *Telling Fortunes* sound performance
Sept. 15, 2012 at 3pm
- 3 **SAN JOSE INSTITUTE OF CONTEMPORARY ART**
560 S. 1st Street, San Jose, CA 95113
sjica.org
✕ Rene Yung, *City Beneath the City*
May 26–Sept. 16, 2012
✕ *Chico & Chang*
June 16–Sept. 16, 2012

- 4 **MACLA/ MOVIMIENTO DE ARTE Y CULTURA LATINO AMERICANA**
510 S. 1st Street, San Jose, CA 95113
maclaarte.org
✕ Marcos Ramirez Erre, *City Portraits*
Aug. 17–Oct. 20, 2012
- 5 **SAN JOSE MUSEUM OF QUILTS AND TEXTILES**
520 S. 1st Street, San Jose, CA 95113
sjquiltmuseum.org
✕ *2nd International TECHstyle Art Biennial*
Aug. 7–Oct. 14, 2012
- 6 **TECHSHOP SAN JOSE**
300 S. 2nd Street, San Jose, CA 95113
techshop.ws
🗨️ Open House and artist presentations
Sept. 14, 2012 from 6pm–12am

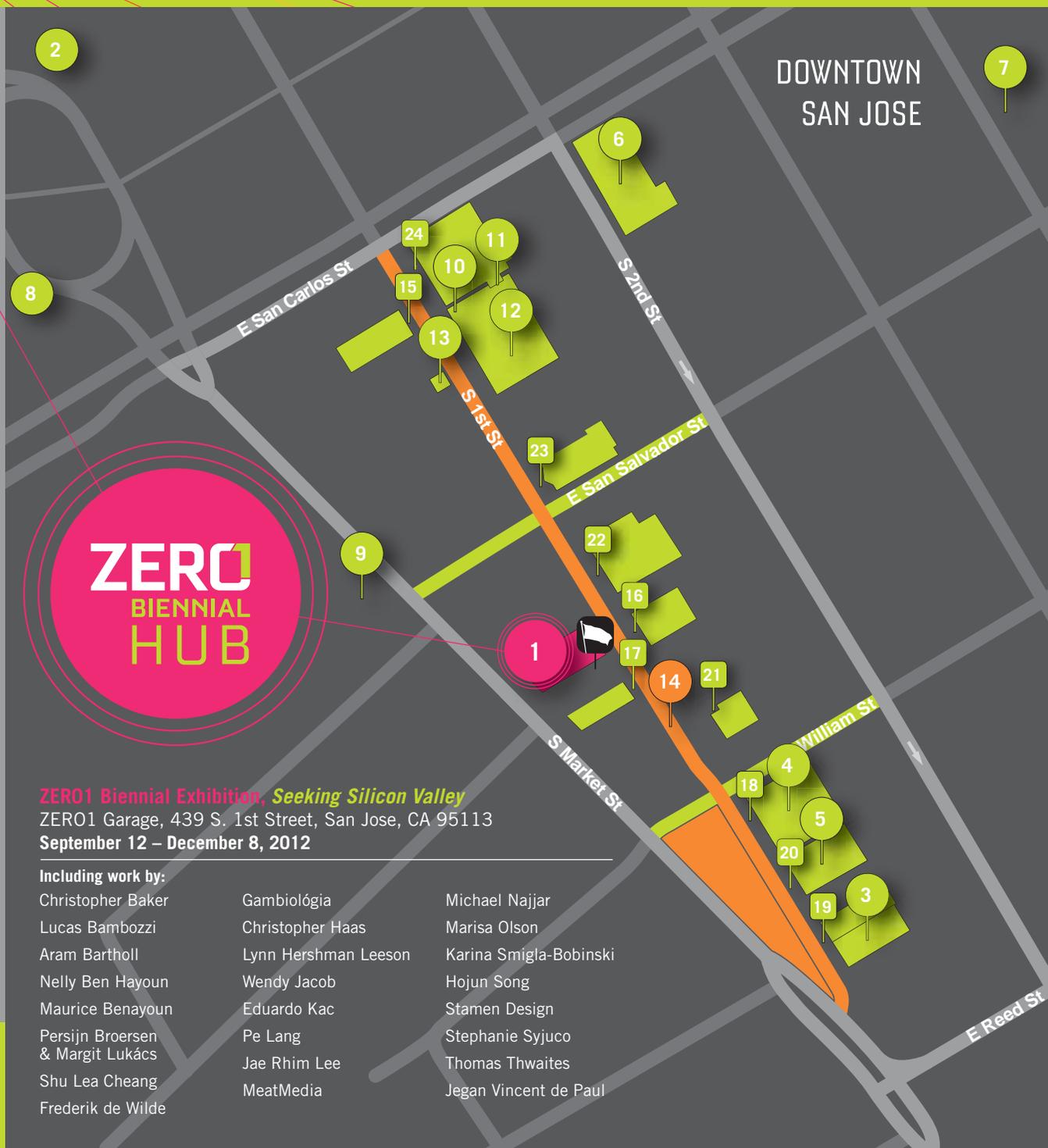
- 7 **NATALIE AND JAMES THOMPSON GALLERY**
San Jose State University
School of Art and Design
1 Washington Square, San Jose, CA 95192
ad.sjsu.edu/places/thompsongallery
🗨️ Nancy Nowacek, *Untitled/Discovery*
Aug. 28–Sept. 21, 2012
- 8 **THE TECH MUSEUM**
201 S. Market Street, San Jose, CA 95113
thetech.org
✕ Zigelbaum + Coelho, *Resolution*
Opening Sept. 12, 2012
- 9 **WORKS/SAN JOSE**
365 S. Market Street, San Jose, CA 95113
workssanjosel.org
✕ John Bruneau and James Morgan,
Cooperative Gaming Co-op
Sept. 7–Oct. 13, 2012

A PUBLIC ART

- 10 **BIOS DESIGN COLLECTIVE, COLONIA TECHNE** Sept. 12, 2012–Feb. 2013
300 S. 1st Street, San Jose, CA 95113 biosarch.com
- 11 **OUTDOOR URBAN SCREEN** Sept. 13–Dec. 8, 2012
300 S. 1st Street, San Jose, CA 95113 zero1biennial.org/screen
- 12 **REBAR, SEATING AND VIEWING AREA** Sept. 13–16, 2012
300 S. 1st Street Parking Lot, San Jose, CA 95113
- 13 **FUTURE CITIES LAB, DATAGROVE** Sept. 12–Dec. 8, 2012
California Theater Courtyard, 345 S. 1st Street, San Jose, CA 95113
future-cities-lab.net
- 14 **PUBLIC ART Along S. 1st Street [San Carlos to Reed St.]** San Jose, CA 95113
Christopher Haas and Rebar, *Sky-Fi* Sept. 12–Dec. 8, 2012
(e)MERGE–ZERO1 Street Festival Sept. 14, 2012 from 6pm–12am
zero1biennial.org/emerge
Corinne Okada Takara, *Seeking Shelter* Sept. 14–15, 2012
slotshelters.com
Marcella Del Signore and Mona El-Khafif, *iLounge* Sept. 14–16, 2012
iloungeproject.com

ARTHERE Sept. 12–Dec. 8, 2012

- 1 **ZERO1 GARAGE**
Market Street side of 439 S. 1st Street
Christopher Haas,
Information Lost Highway
- 15 **Caffe Frascati**
315 S. 1st Street
Bill Washabaugh and Jeff Lieberman,
The Sitting Wave
- 16 **Downtown Yoga Shala**
450 S. 1st Street
Samson Young, *Signal Path II: Sinister Resonance*
- 17 **Liquid Agency**
446 S. 1st Street
- 18 **MACLA – Noche Electrica**
510 S. 1st Street
- 19 **Metro Newspaper** 550 S. 1st Street
Pierce Warnecke, *Used News*
- 20 **San Jose Museum of Quilts and Textiles** 520 S. 1st Street
Kimberlee Koym-Murteira,
The Fractured Weave
- 21 **San Jose Stage Company**
490 S. 1st Street
Daniel Schwartz, *Silicon Valley Karaoke*
- 22 **South 1st Billiards** 420 S. 1st Street
Lynn Cazabon and Neal McDonald,
JUNKSPACE
- 23 **Touchstone Climbing Studio**
396 S. 1st Street
- 24 300 S. 1st Street
Pacific Art League
668 Ramona Street, Palo Alto, CA 94301
Palo Alto Arts Commission
1313 Newell Road, Palo Alto, CA 94303



ZERO1 Biennial Exhibition, Seeking Silicon Valley
ZERO1 Garage, 439 S. 1st Street, San Jose, CA 95113
September 12 – December 8, 2012

Including work by:

Christopher Baker
Lucas Bambozzi
Aram Bartholl
Nelly Ben Hayoun
Maurice Benayoun
Persijn Broersen & Margit Lukács
Shu Lea Cheang
Frederik de Wilde

Gambiológia
Christopher Haas
Lynn Hershman Leeson
Wendy Jacob
Eduardo Kac
Pe Lang
Jae Rhim Lee
MeatMedia

Michael Najjar
Marisa Olson
Karina Smigla-Bobinski
Hojun Song
Stamen Design
Stephanie Syjuco
Thomas Thwaites
Jegan Vincent de Paul

HOW TO USE THIS MAP

Seeking Silicon Valley: Discovering and Making the Future

This map is a guide to the Bay Area wide network of exhibitions, public art, performances, and events that make up the 2012 ZERO1 Biennial. It is also a provocation to explore and experience, through art + technology, the future of Silicon Valley.

In addition to venue and program listings, the map includes a layer of future scenarios that have been created by the Institute for the Future (IFF) as part of this collaborative project. Both ZERO1 and IFF are deeply rooted in Silicon Valley. ZERO1 is where art meets technology to shape the future, and IFF has been mapping the intersections between technology, the human experience, and the future for more than 40 years. We offer this map as both a guide and a provocation and hope you use it to explore alternative futures, contribute to the dialogue about change, and join us at the ZERO1 Biennial.

discover the subtle signs and signals of the disparate paths we're following

document the possible futures you find at the ZERO1 Biennial and beyond

share the meanings of these alternative visions for your communities



Twitter: Join the conversation [#ZBIENNIAL](#), [#ZARTISTS](#), and follow [@ZERO1_ART](#)



Facebook: Post on our Facebook page to fb.com/zero1.art.tech



Mobile Biennial App: zero1biennial.org/app

For an online/offline human guide,
follow an **Art Ambassador** zero1biennial.org/artambassadors

For artist and venue info > zero1biennial.org

ZERO BIENNIAL

ZERO1 Biennial Lead Curator: Jaime Austin
Garage Exhibition Co-Curators: Dooeun Choi, Gisela Domschke,
Michelle Kasprzak and Regina Möller

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 Garage, where principles of artistic creativity are applied to real world innovation challenges. **To find out more about ZERO1, visit www.zero1.org.**

Institute for the Future

The Institute for the Future (IFF) is an independent, nonprofit strategic research group with more than 40 years of forecasting experience. The core of our work is identifying emerging trends and discontinuities that will transform global society and the global marketplace. We provide our members with insights into business strategy, design process, innovation, and social dilemmas. Our research spans a broad territory of deeply transformative trends, from health and health care to technology, the workplace, and human identity. The Institute for the Future is located in Palo Alto, California, www.iff.org.



NATIONAL
ENDOWMENT
FOR THE ARTS

ARTPLACE

Knight Foundation

Art in America

digita|arti

Metro

art ltd.

7
7

NBC
BAY AREA

flavorpill

FSTCOMPANY

SF
WEEKLY

WOOD
OF SOUND.COM