

NEWS RELEASE

For Immediate Release

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Five Temporary Public Art Projects to Animate the San Fernando Transit Corridor from Diridon to Downtown

Art on San Fernando: Re-visioning the Corridor explores the intersection of culture and community through sheep, atmosphere, and poetry

San José, CA – The City of San José Public Art Program (SJPA) announces the launch of *Art on San Fernando: Re-visioning the Corridor*, a series of six temporary public art projects along the San Fernando corridor from Diridon Station to Market Street. The artworks will be installed in August and remain until mid-November 2010.

The Corridor was selected for this temporary art program to enhance, expand and re-examine the use of San Fernando Street. All projects will be on view during the late summer and early fall, coinciding with a summer and fall events - including the 01SJ Biennial (September 16-19) produced by ZER01, and are free and open to the public. San Fernando Street is the major east/west corridor through downtown San Jose connecting Diridon Station - the major train, light rail and bus center - with the core of downtown businesses, retail, and residential, as well as the University. San Fernando will continue to transition as a significant multi-modal thoroughfare in the downtown with the upcoming addition of enhanced pedestrian and bicycle access, and with the future expansion of Diridon to include California High Speed Rail and BART. *Art on San Fernando* aims to bring new awareness to and engagement with this diverse and ever changing route.

SJPA, in partnership with the San Jose Redevelopment Agency, the City's Department of Transportation, ZER01: the Art and Technology Network, and the San Jose Museum of Art identified six artists to install artworks that address themes of environmental and community engagement. All artworks are free and open to the public.

About the Artworks Changing the Face of San Fernando Street as part of *Art on San Fernando: Re-visioning the Corridor*:

- * *A Champion Flock of Weedeaters*. Artist: Jed Berk,
Location: Great lawn in front of Diridon Station. To be installed late Aug. 2010.

Jed Berk's *A Champion Flock of Weedeaters* considers stewardship of land in urban space. Most visitors will be drawn to the barn located on the lawn in front of Diridon Station for the duration of the installation. Peer inside the barn and see a tableau of the "Mother Sheep" and her herd. Reflected under the Mother Sheep are the ever changing images of the flock photographed around San Jose by the artist and volunteer shepherds. On several occasions throughout the installation, the barn will be open and staffed by a shepherd. The public will be encouraged to, like a library book, check-out a sheep and take it to be photographed in a location of their choice. The photos and times the shepherds will be on site will be on the project website (<http://flockofweedeaters.com>). The shepherds are scheduled during 01SJ Biennial Thurs.-Sun., September 16-19, 2-6 p.m.

- * *The Poetics of Dis-communication*. Artist: Patrick Manning
Locations: San Fernando VTA Lightrail Station (Delmas at San Fernando) and the southeast corner of Market and West San Fernando adjacent to San Jose Museum of Art. Installed.

Patrick Manning's *The Poetics of Dis-Communication* is a sound and text installation using text and voice recognition software, and video. The artwork was inspired by time the artist spent waiting at a VTA station; the bits of conversation and social interaction we all encounter daily – and how these disconnected bits of communication can be transformed into art. The artwork generates poetry from sounds and images in the environment. The poems are presented in two kiosks, each containing a monitor along with a webcam and speakers. In creating poems, the webcam records images from the

areas surrounding the kiosks. The computer analyzes the images and attempts to 'read' them for text to create poems. The archived poems can be found on the artist's website along with more information about the artwork: <http://sjpoems.pcmxa.com/>

- * *A Floating World*. Artists: Robin Lasser and Marguerite Perret
Location: San Fernando Underpass at Hwy 87. Installed.

Robin Lasser (Professor, San Jose State University) and Marguerite Perret's *A Floating World* is a group of five "tent encampment" sculptures, birdhouses actually, that are cantilevered off the San Fernando Street Underpass of Highway 87. The houses appear to "float" above the water and include sound and light elements that further the narrative of the artwork. The tent designs are fashioned after FEMA (Federal Emergency Management Agency) relief shelters. The artists are interested in exploring the relationship between humans and other animals, the built environment and the natural world, and how our actions can create an impact – either positive or negative. More information about the project can be found at www.afloatingworld.com.

- * *Particle Falls*. Artists: Andrea Polli and Chuck Varga
Location: Projection onto AT&T building - San Fernando and Almaden Blvd.
Hours are 8:30 P.M. - Midnight; earlier as the days get shorter. Installed.

Andrea Polli and Chuck Varga created *Particle Falls*, a large-scale projection image, to examine the variable nature of air quality. The image, a waterfall of light, is a real-time data visual quantification of airborne particulate matter. The project uses a nephelometer to measure air quality at the site of the artwork, a computer translates that data into the artwork's visual imagery – the heavier the particulate quantity, the denser the light imagery on the building. The project's air monitoring is intended to educate the public and to promote air quality improvement. More information about the project will soon be available at www.particlefalls.org.

- * *Mobile Arts Platform (MAP)*. Artists: Peter Foucault and Chris Treggiari
Location: various locations on various dates including AbsoluteZero (September 17) and Green Prix (September 18) on South First Street. Ongoing.

The *Mobile Arts Platform (MAP)* by Peter Foucault and Chris Treggiari is comprised of two interactive elements that are "activated" by a mobile exhibitions program. *MAP* brings together a Fal-Core van with a Mobile Store – a flexible performance and display

platform. *MAP* events include video screenings, visual art display and making, performance art, and live music. In essence, they build a temporary, creative microcosm where community and creativity reconnect through shared interaction and experience of the platforms. *MAP* will participate in two 01SJ Biennial events: AbsoluteZERO on Friday, September 17 (5-midnight), and the Green Prix on Saturday, September 18 (11-6). More information about *MAP* can be found at

<http://mobileartsplatform.wordpress.com/>

* *Flag*. Artist: Leo Villareal
Location: In partnership with San Jose Museum of Art, San Fernando facade of the museum at Market Street. To be installed early September.

Flag by artist Leo Villareal is an LED-based light sculpture, a dynamic representation of the American flag, and a potent symbol of national identity. Villareal sees the flag not as a static, immutable icon, but rather as a symbol of transition and change. The work was initially created in 2008 in conjunction with the Presidential Election.

Artworks will be on view through November 15, 2010, except Leo Villareal's artwork, which will be on view through Jan. 9, 2011. Times and dates of specific events will be available on the websites of the projects, and at www.sanjoseculture.org (under Public Art).

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About the City of San Jose Public Art Program

The City of San José Public Art Program commissions destination-quality temporary and permanent artworks to enhance urban spaces and reflect the City's diversity, historic richness, and envision its present and future. The program engages high-visibility and high-impact locations, active community involvement and innovative artistic expression to reinforce the image of San Jose as the capital of Silicon Valley. The Public Art Program is part of the City's Office of Cultural Affairs, a division of the Office of Economic Development. For more information about SJPA, visit www.sanjoseculture.org

About ZER01's 01SJ Biennial

San Jose-based ZER01: the Art and Technology Network has served as a catalyst and platform for the world's most innovative artists since 2000. The nonprofit focuses on inspiring creativity at the intersection of art, technology and digital culture. As producer of the [01SJ Biennial](#), a multidisciplinary, multi-venue event of visual and performing arts, the moving image, public art and interactive digital media, ZER01 has showcased the work of 350 artists from more than 40 countries. For more information about ZER01, visit www.zer01.org.