

Press Release
Office of Cultural Affairs

FOR IMMEDIATE RELEASE

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DOWNTOWN FIRST FRIDAY FESTIVITIES TO FEATURE TWO SPECIAL EVENTS

Who's on 1st/What's on 2nd transit corridor public art highlights downtown

SAN JOSE, CALIF. — (July 29, 2008) — The City of San Jose announced today two First Friday special events as part of *Who's on 1st/ What's on 2nd* (www.w1w2.org), an on-going series of temporary artworks—supported in conjunction with the San Jose Redevelopment Agency and the Santa Clara Valley Transportation Authority—by Bay Area artists along San Jose's downtown 1st and 2nd Street transit corridors.

- **6:30 P.M., Friday, August 1:** *South Bay Talent Center* - Special Performance.
Location: 97 South 2nd St., Suite 100 (at San Fernando and S. 2nd Streets).
Created by Jon Brumit, South Bay Talent Center (SBTC) is an interactive project inspired by the notion that everyone is good at something. Designed to explore and celebrate the varieties of talent found within the city, *SBTC* promotes accessibility and public interaction. *SBTC* is open through August 15, Thursdays, Saturdays and Sundays 12 p.m. to 6 p.m.; Fridays, 12 p.m. to 9 p.m. Upon closing the artist will release the *South Bay Talent Center Quarterly Report* documenting the project and its participants. www.southbaytalentcenter.com
- **7:00 – 9:00 P.M. August 1.** Closing Reception for *Hello, San Jose!*
Location: 2nd St. parking lot at Fountain Alley - between Santa Clara and San Fernando Streets. During the reception there will be a special sound performance,

“Ghost Zocalo,” created by Jim McKee that mixes the music and voices of radio stations from throughout the world, as well as sounds gathered nearby. To participate in the performance, call in and sing your favorite song: 408-288-5962. The *Hello San Jose!* kiosk contains eight listening posts broadcasting worldwide music and talk radio stations. Listeners can “mix” audio channels as they walk around the structure, or sit and experience the “Ghost Zocalo”. *Hello, San Jose!* was created by Chip Lord and Bruce Tomb with technical consultant Paul Rauschelbach and sound designer Jim McKee.

The events will be part of First Friday—an eclectic evening of arts & culture in downtown San Jose's SoFA district every First Friday of the month.

“*Who’s on 1st/What’s on 2nd* has helped to enliven Downtown’s cultural vitality through stimulating interactive public art projects. They embrace talent and innovation, and have engaged the public,” said Kerry Adams Hapner, director, City of San Jose Office of Cultural Affairs. “We look forward to further programming these types of projects.”

About Who’s on 1st/What’s on 2nd

Who’s on 1st/What’s on 2nd is a series of temporary art projects in the downtown 1st & 2nd Street transit corridors inspired by the people and activities in downtown.

Participating artists: JD Beltran, Jon Brumit, Hector Dio Mendoza, Chris Eckert, Bill Fontana, Jordan Geiger, Helena Keefe, and Chip Lord and Bruce Tomb. Complete project descriptions and current schedules of dates and locations may be found at www.w1w2.org.

About the Office of Cultural Affairs Public Art Program

The City of San Jose Public Art Program, a division of the San Jose Office of Economic Development, seeks to build community identity by initiating artworks and exhibitions that enliven our community. Through active engagement between the artists and project stakeholders, public art strives to reflect the City’s ethnic diversity, historic richness, and envision its present and future. www.sanjoseculture.org.

About the San Jose Redevelopment Agency

The Agency is dedicated to improving the quality of life for all who live and work in San Jose. Governed by the City Council, the Agency facilitates and oversees comprehensive

programs for development to revitalize and strengthen quality of life and competitiveness for San Jose's downtown, neighborhoods, and industrial areas.www.sjredevelopment.org.

About VTA

Santa Clara Valley Transportation Authority (VTA) is an independent special district responsible for bus, light rail and paratransit operations; congestion management; specific highway improvement projects; and countywide transportation planning. As such, VTA is both an accessible transit provider and multi-modal transportation planning organization involved with transit, highways and roadways, bikeways and pedestrian facilities. For more information, please visit, www.vta.org.

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