



# 01SJ

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## ***Press Release***

*Office of Economic Development*

**FOR IMMEDIATE RELEASE**

**UPDATED INFORMATION**

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## **2<sup>nd</sup> Biennial 01SJ Festival, Team San Jose, and Salas O'Brien Announce Green Prix Award Winner for Environmental Art**

### ***Winner to be Recognized at 01SJ Festival in San Jose June 4, 2008***

SAN JOSE, CA (May 27, 2008)—As part of San Jose's 2nd Biennial 01SJ Global Festival of Art on the Edge, festival organizers will recognize Helen Evans and Heiko Hansen (HeHe) as winners of the first Green Prix Award for an outstanding work of art that creatively uses technology to support environmentalism or sustainability. The winner will be recognized during opening ceremonies on June 4, 2008.

The Green Prix Award, sponsored by Salas O'Brien engineering company and supported by Team San Jose and the Festival, had dozens of nominations from around the world. The winning work, *Nuage Vert* (2008) by HeHe (Helen Evans and Heiko Hansen), turned an active power plant in Helsinki into a space for education and art, illuminating vapor emissions to show levels of electricity consumption by local residents from February 22-29, 2008. In an 'Unplug' event on February 29, local households

reduced their electricity consumption which actually increased the size of the green laser cloud.

“Congratulations to the winners of the Green Prix. We salute their efforts in bringing together innovative art and technology to heighten global awareness about environmentalism and sustainability. As San Jose continues to move forward with its own Green Vision, it’s important to build awareness about sustainability. Those who participated in the Green Prix show us that art can be a powerful medium to communicate critical community issues,” said San Jose Mayor Chuck Reed.

The selection jury, an international group of thirteen invited curators and experts in the field, selected 25 eligible projects created within the past two years, with a jury of three deciding on the final winner. The jury praised *Nuage Vert* ‘s aesthetically original approach to raising awareness of environmental issues and engaging the local community and public sector. The winning team of the Green Prix will be flown in to receive the award at the opening ceremony of the 01SJ Festival in San Jose on June 4, 2008. They will receive a \$10,000 prize, and their art will be showcased in the Biennial Exhibition, *Superlight* during the Festival. To view the winning artwork, please visit <http://www.nuagevert.org>.

“This is our way of commending the amazing individuals who are making a sustainable difference, by challenging the norm and melding ideas, art and technology,” said Carl Salas, president of Salas O’Brien.

The jury also awarded honorary mentions to the projects *World Without Oil* by Ken Eklund, Jane McGonigal and team, and *The Environmental Health Clinic* by Natalie Jeremijenko. As an online simulation game, *World Without Oil* allowed the public to play out the scenario of a severe limitation of gas supply and its effects on US residents in a controlled time frame, in which one day equaled one week. Making highly effective use of online publishing and networking through blogs and video reports, the project successfully established a media platform that engaged thousands of people in simulating the effects of a 'real' crisis and discussing possibilities of addressing it. By contrast, Jeremijenko's *Environmental Health Clinic* encourages public involvement in environmental issues by critically questioning and redefining notions of the health clinic and the prescription in conceptual and practical ways.

“As the city that represents innovation, San Jose is proud to be the home for this award and 01SJ, said Dan Fenton, President & CEO of the San Jose Convention &

Visitors Bureau and Chairman of Team San Jose. “The Green Prix Award is a significant way to recognize and bring awareness to the convergence of art, technology and environmental sustainability. We encourage the community and visitors to continue supporting this unique and important event.”

### **Nominators**

Joline Blais - Asst. Professor of New Media, University of Maine; Barbara Goldstein - Public Art Director, City of San Jose, Office of Cultural Affairs; Sabine Himmelsbach - Artistic Director of the Edith Russ Site for Media Art, Oldenburg, Germany; Michelle Kasprzak - Visual Arts Officer, Scottish Arts Council; Susan Kennard - Director & Executive Producer, The Banff New Media Institute; Lucy R. Lippard - Writer and activist; Kim Machan - Director, MAAP-Multimedia Art Asia Pacific; Amanda McDonald-Crowley - Executive Director, Eyebeam, New York; Norie Neumark - Co-Director, Centre for Media Arts Innovation, University of Technology, Sydney; Greg Niemeyer - Associate Professor, Center for New Media, UC Berkeley; Karin Ohlenschlager - Director, Medialab Madrid; Eric Paulos - Senior Research Scientist, Intel Research; Ilana Tenenbaum - Curator and Director, New Media Center, Haifa Museum of Art

### **Jurors**

Geoff Bowker – Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University; Rudolf Frieling - Curator of Media Arts, San Francisco Museum of Modern Art; Christiane Paul - Adjunct Curator of New Media Arts, Whitney Museum of American Art

### **ABOUT SALAS O'BRIEN**

Salas O'Brien is a full service engineering and architectural consulting and design firm. Founded in 1975, the 70-person firm has offices in San Jose, Oakland, Monterey, Bloomington, and Orange County. Since its inception, the company has been deeply rooted in the practice of sustainable design and energy efficiency. Unlike most firms that focus on particular disciplines exclusively, Salas O'Brien is an integrated firm where Engineering, Architectural, Construction and Financial practices and perspectives meld

together to deliver sustainable buildings and campuses of all types. For more information about who we are and what we do, call 408-282-1500 or visit [www.salasobrien.com](http://www.salasobrien.com).

### **ABOUT THE 01SJ FESTIVAL**

01SJ is North America's newest and largest festival of digital arts featuring transformative and provocative new works from world-renowned artists and performers at the cross-section of contemporary art, technology, and culture. The five-day Festival, June 4-8, will incorporate exhibitions, films, concerts, performances, happenings, and nightlife occurring throughout downtown San Jose's parks, public streets, museums, theaters, and clubs. From a hip-hop, multi-media meditation on Antarctica to robot art, from conversations with artificial intelligence to operatic performances of Google headlines about the environment, from avant-garde cinema to new musical forms – more than 100 projects will be featured at the Festival. 01SJ is produced by ZER01, a nonprofit organization whose primary mission is to conduct a biennial festival that offers attendees compelling experiences at the intersection of art and digital culture. For more information about the Festival, visit [www.01SJ.org](http://www.01SJ.org).

### **ABOUT TEAM SAN JOSE**

Team San Jose's mission is to ensure that San Jose's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.

### **ABOUT THE SAN JOSE CONVENTION & VISITORS BUREAU (SJCVB)**

The San Jose Convention & Visitors Bureau (SJCVB) mission is to enhance the image and economic well being of San Jose by marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a wide range of services to ensure a successful event and fun visit to San Jose. To receive a copy of the Bureau's Meeting Planning Guide or Official Visitors Guide, contact the SJCVB at 1-800-SAN-JOSE (1-800-726-5673) or visit [www.sanjose.org](http://www.sanjose.org).

### **ABOUT SAN JOSE'S GREEN VISION**

San Jose's Green Vision is an ambitious and comprehensive 15-year plan to solve environmental problems and grow the local economy. Focused around three elements – Clean Tech Innovation, Sustainability, and Green Mobility – San Jose's Green Vision is a roadmap for the City to become the world's center of Clean Tech innovation. The

Green Vision sets 10 bold goals through which San Jose will lead the nation in becoming more energy efficient, producing and using electricity from clean renewable sources, creating green buildings, diverting waste from landfills, creating greener street systems, delivering recycled water, and reducing greenhouse gas emissions. For more information, please visit: <http://www.sanjoseca.gov/pdf/SanJoseGreenVision.pdf>

### **ABOUT THE CITY OF SAN JOSE**

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10<sup>th</sup> largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, [www.sanjoseca.gov](http://www.sanjoseca.gov).

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