



## THE CREATORS PROJECT: SAN FRANCISCO

We're thrilled to be bringing The Creators Project to San Francisco—the world's epicenter of technology and innovation—for the very first time this spring. We'll be kicking off our 2012 event series and transforming the former Army port facility neighborhood of Fort Mason into a colossal two-day art and technology festival featuring towering multimedia art installations, live music performances, film screenings and panels.

We'll be exhibiting the best of The Creators Project including United Visual Artists' striking 40-foot by 40-foot audiovisual installation *Origin*, scored by electronic composer Scanner, *Meditation* by Minha Yang, *Strata #4* by Quayola, and new works from our Creators.

On Saturday we'll be hosting an array of live music performances, and throughout the weekend screening a series of films, as well as hosting creative workshops and panels.

## THE MISSION

The Creators Project is a global celebration of art and technology.

Founded by a revolutionary partnership between Intel and VICE, The Creators Project supports visionary artists across multiple disciplines who are using technology in innovative ways to push the boundaries of creative expression.

The Creators Project is proud to have supported and united more than 150 artists from all around the world.

Now entering its third year, The Creators Project includes an online community of millions, documentary videos, a content-creation studio, and a traveling event series which kicks off 2012 with its first-ever San Francisco event. From the Bay Area, The Creators Project returns to Paris, Sao Paulo, Beijing, Seoul and New York.

We invite you to get involved. Make art. Enjoy art.

## WHAT PRESS ARE SAYING...

"(The Creators Project) is all in the service of scrambling the senses and blowing minds..." — The New York Times

"The Creators Project was literally inspiring" — Spin

"A seemingly unlikely collaboration between blue-chip tech giant Intel and Brooklyn-based international indie-culture magazine Vice has produced a fresh, exciting and entirely engrossing online and offline media destination...Blazingly ambitious? Yes. Brilliantly executed? Absolutely." — Advertising Age

## CREATORS TO DATE

UNITED STATES James Murphy Björk Michael Stipe Interpol Glasser Warren Fischer Tim Nackashi Neon Indian Barney Clay Mick Rock Undisclosed Battles Daniels Arcade Fire Chris Milk Aaron Koblin Animal Collective Black Dice Casey Reas Rashaad Newsome SoSoLimited Supermarche Robyn Mary Fagot Spank Rock Friends With You Diplo Andy Mueller Curt Morgan Danny Perez Gang Gang Dance James Powderly Spike Jonze Mark Essenv Nick Zinner Radical Friend MOS Architects Fool's Gold Takeshi Murata Radical Friend Chromeo SOFTlab Zigelbaum + Coelho FRANCE H5 Yuksek Phoenix Edouard Salier Anti VJ Electronic Shadow Birdy Nam Nam 1024 Architecture Trafik Romain Gavras Abdel Bounane Brodinski DJ Mehdi Superscript2 Eric Dalbin Jean-Marie Tassy Jérémie Rozan Ladj Ly Jonas & François fLaurent Garnier UNITED KINGDOM Semiconductor United Visual Artists Jonathan Glazer Spiritualized One of Us Hellicar + Lewis Quayola Kele Okereke Squarepusher Hussein Chalayan Paul B. Davis Mark Ronson Cassette Playa Matthew Herbert Joshua Third Mira Calix James Lavelle Tinchy Stryder Trevor Jackson BRAZIL Zilch Database Amon Tobin SuperUber Cantoni + Crescenti Jum Nakao Marcelo Camelo Alexandre Herchcovitch Amapô N.A.S.A. Renato Cohen Antonio Pinto CSS Emicida Mixhell Muti Randolph Emicida SOUTH KOREA Drunken Tiger Uram Choe Jin-yo Mok Sticky Monster Lab Digipedi Random Walks Byul.Org Idiotape Taeyoon Choi Lumpens Hojun Song Choi Jeong-Hwa Peter Lee DJ Soulscape EE Jang Joon Hwan Jang Kiha & The Faces Jung Yeon Doo Nikki S. Lee Suh Sang Young Ye Ranji G-Dragon Hasisi Park CHINA db-db Li Wei Feng Mengbo Wang Hui Queen Sea Big Shark Aajiao Ray Lei Sun Haipeng Vega Wang Sky B6 DJ Wordy Li Hui Ma Yansong Peng Lei Sulumi Zhang Shouwang Joao Vasco GERMANY Pfadfinderei Carsten Nicolai The Product Boys Noize Graft Architects Joachim Sauter Joerg Koch Julius Von Bismarck Moritz Waldemeyer Peaches Richie Hawtin Sebastian Denz Stefan Sagmeister

## AWARDS/ HONORS

- Ad Age's Media Vanguard Award: Best Integration of Video, Editorial & Experiential
- Ad Age's Creativity 50
- One Show Entertainment Award: Events + Installations
- One Show Interactive Award: Experiential
- Communication Arts: Interactive Design
- Internet Week's FlashFWD Award: Live Integration
- One Show Interactive Merit Award: Integrated Branding Campaign
- World Technology Network: Finalist for Award in The Arts
- Webby Honoree: Branded Entertainment
- Webby Honoree: Integrated Campaign
- Webby Nominee: Branded Content
- Most Contagious List: Experience

## SUCCESS METRICS

Since launch (Summer '10), The Creators Project has generated more than 125MM video views and more than 25MM unique visitors, globally. The events in 2011 attracted more than 560K event attendees and won critical acclaim from hundreds of international news outlets including: New York Times, CNN, Pitchfork, BBC, Wired, MTV Brazil, Huffington Post, NPR, Rolling Stone, The Guardian, Le Monde, Vanity Fair, Le Figaro, W, CCTV, Liberation, Dazed, Vogue China, Bazaar, Interview, USA Today, Wall Street Journal, South Korea Elle, Travel China, Terra, Globo, Canal+, Youku