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# **The Creators Project Debuts Worldwide: An Unprecedented Celebration of Creativity & Technology Featuring the Globe's Leading Innovators**

VICE & Intel Launch Multi-Year Project Featuring More Than 80 Artists From around the World Pushing Creative Boundaries, Including Interpol, Spike Jonze, Mark Ronson, Richie Hawtin, Ma Yansong, Alexandre Herchcovitch and Many Others

Five International Exhibitions To Be Held in New York, London, Sao Paulo, Seoul and Beijing

NEW YORK--(BUSINESS WIRE)-- Bringing together the world's leading and most relevant innovators in music, art, film, design and architecture, VICE and Intel Corporation today launched The Creators Project, an unprecedented creative initiative designed to connect global youth through a common passion for creativity and technology.

The multi-year program is dedicated to identifying leading artists and enabling them to showcase their works and artistic visions through interactive media including creative conferences, new multi-disciplinary collaborative projects and a new video website, <http://TheCreatorsProject.com>.

The carefully selected collection of more than 80 artists hailing from seven countries includes such established creative pioneers as Phoenix, UNKLE, Stefan Sagmeister, Mira Calix and Nick Zinner from the Yeah Yeah Yeahs, as well as the next generation of innovators working in indie film, futuristic architecture, avant-garde electronica and fashion. These include Brazil's Muti Randolph, China's Peng Lei, the U.K.'s United Visual Artists, and the U.S.' Radical Friend.

This diverse cast of creators is united by their shared belief that technology and its tools are catalysts to push artistic boundaries and bring ideas to life.

The project is highlighted by The Creators Conference series. These five huge international events will bring thousands of people together for live concerts, art exhibits, film screenings and panel discussions. New York City hosts the first Creators Conference with an all-day extravaganza at Milk Studios. The eight-floor art gallery and performance space will host exhibits by Takeshi Murata, Karl Sadler, Mark Essen and Radical Friend, and performances by Mark Ronson, Interpol, Gang Gang Dance, N.A.S.A, Sleigh Bells and Salem.

The series will then move to London, Sao Paulo, Seoul, and concludes in Beijing with a three-day finale where participating artists and exhibits will be flown in from across the globe.

The Creators Project kicks off today with the launch of <http://TheCreatorsProject.com>, an interactive portal and anthology which will house a selection of eighty-four original videos and featuring work and interviews from the most creative artists across the globe. The site is the nerve center for the entire initiative and will live-stream interviews, performances, exhibits and panel discussions from the Creators Conferences, allowing millions of viewers from across the globe to virtually participate.

"The Creators Project is built on supporting leading musicians, artists and designers from every corner of the globe," said creator Mark Ronson. "All too often our most talented artists struggle to showcase their work. This project is designed to empower this next generation of artists by leveling the playing field. The fact that The Creators Project is driven by collaborations between artists across the spectrum of creativity is amazing. I came from being a DJ first, which is kind of the role of master curator, so I'm driven on watching people work together. The Creators Project is something that makes me think -- because it's VICE and because it's Intel -- this really could be the first special community of its kind."

"During VICE's expansion we have had our socks repeatedly knocked off by jaw-dropping content that literally makes us glad to be alive," said VICE co-founder Shane Smith. "So one particularly sunny day we thought to ourselves, 'why not do something that brings all these creators together like Paris in the 1920s?' Then, when we sat down with all these amazing creators we found that a) they like parties/expositions/premiers/exhibits etc ... and b) they love their computronic machines. So we dug deep into the very heart of technology, found out that it was Intel, then begged them to become our very best of friends and partners. After that we scoured the globe for the world's most innovative creators, added in essentially a global festival's worth of insanely good music and wrapped it all together to found The Creators Project. I recommend wearing comfortable shoes this summer because together we are about to wipe humanity's socks completely out of existence."

"At Intel, as the makers of the brains inside some of the world's most cutting-edge tech tools, we're lucky to have a backstage pass to the most exciting uses of technology and the artists that inspire us by how they harness technology's power and potential to explore," said Deborah Conrad, Intel's chief marketing officer. "Thankfully, VICE wanted to give everyone a front row seat to all of these incredible artists, and they had the guts and talent to do just that. And so, our partnership and The Creators Project came to life.

"Now more than any other time in history, we're watching a new generation of creative geniuses come into their own -- artists who use technology tools as their paintbrushes, musical instruments, sculpting knives and sketchbooks. For them, computers are as pervasive as pencils. The Creators Project is where these worlds of art and technology collide. It is a powerful vehicle to tell amazing stories of the artists, celebrate their innovation and provide a place -- literally and virtually -- for them to collaborate."

The Creators Project was conceived out of VICE and Intel's passion for technology and art as powerful and life-enhancing tools that can impact culture. Through the initiative, they intend to empower and inspire the next generation of innovators to realize their artistic visions through creative use of technology.

Note to Editors: Multimedia is available at [TheCreatorsProject.com/mediaroom](http://TheCreatorsProject.com/mediaroom)

About VICE

VICE was launched in 1994 as a small print zine in Montreal and has since grown into a global media company. Since day one, technology has driven VICE forward, turning ideas into reality. Innovations in desktop publishing made VICE Magazine possible and, more recently, low cost digital filmmaking and distribution democratized the worlds of TV and film bringing about VBS.TV. As technology continues to improve, it remains VICE's goal to give artists a platform to be presented and discussed.

#### About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom) and [blogs.intel.com](http://blogs.intel.com).

\* See attachment for list of participating creators, and locations and dates for Creators Conferences

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6293893&lang=en>.

Source: Intel Corporation