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# **The Creators Project Dramatically Expands in 2011; Launches Major Studio to Produce World's Leading Artists**

VICE and Intel's Culture and Technology Initiative Kicks Off 2011 by Partnering with UVA, Interpol, Jonathan Glazer and Spiritualized, Emicida and More

International Events to Include Coachella Festival, New York, Paris, Lyon, Seoul, Beijing and Sao Paulo

## **NEWS HIGHLIGHTS**

- Intel and VICE launch The Creators Project's second year with significant updates.
- 2011 brings the launch of The Studio that will provide leading and emerging artists with the resources, new tech and ability to collaborate with other artists, The Creators Project TV series featuring in-depth documentaries on leading innovators and multi-day events and new destinations.

**NEW YORK--(BUSINESS WIRE)--** The Creators Project, a global cultural initiative by VICE and Intel Corporation, is evolving significantly in 2011 with the launch of a major studio that will produce multimedia works with leading and emerging artists, musicians, filmmakers and designers from across the world. Continuing after its smash debut in 2010, The Creators Project will empower the next generation of innovators through technology.

Launching today, The Studio will transform The Creators Project in 2011 from a celebration of creativity into a true patron of the arts. The Studio is a multi-million-dollar global studio that produces and distributes works from artists representing a cross-section of creative disciplines. It will release albums, artwork and films while providing artists with resources and new technology. The works will then be distributed by The Studio through a variety of channels including traveling international exhibits, museums, concerts and such digital platforms as TheCreatorsProject.com. Participants will retain intellectual property rights.

Throughout 2011, The Studio, operating out of VICE's international offices, will amass a diverse network of creators and works that will be accessible to millions.

"We created The Studio because the status quo in media right now is a tragedy," said Vice Founder Shane Smith. "Whether it's in film, music or the fine arts, a lack of access to production and distribution has left some young artists disenfranchised and frustrated. The Creators Project created The Studio to show the world that there is another model for supporting creativity, a model where the artist and the artwork come first. To show our commitment we will produce and distribute artworks globally while allowing The Studio artists to own, forever, any of the work that they create for us."

"We're thrilled to return as part of The Creators Project in 2011 and to have the opportunity to work with The Studio in recreating the main stage of Coachella as an evolving sculpture," said United Visual Artists (UVA). "The Studio promises to be a fresh and open way of enabling young artists to break through to large international audiences through new commissions and touring projects, and we look forward to seeing it grow."

At Coachella, The Studio will partner with major acts like Interpol (U.S.) to transform their sets into technologically advanced and dramatic multimedia visual experiences. The Studio will also work with returning Creators United Visual Artists (UK) to redesign Coachella's main stage. Using a combination of integrated lighting technologies, UVA's iconic sculpture will unfold, reveal and evolve over the three days, creating a dynamic canvas for live performances.

The Studio will partner with esteemed UK film director Jonathan Glazer and UK band Spiritualized to produce an experimental light and sound installation. The piece, titled "Meet Me in the Chorus," is part of The Studio's collection of highly advanced art installations on Coachella's grounds. It will then travel the world as part of The Creators Project international event series.

The Studio's body of works will continue to expand throughout the year. Renowned fashion designer Hussein Chalayan (UK) and The Studio will partner for his upcoming Spring/Summer 2012 fashion show to be held during Paris Fashion week this October. The partnership will showcase Hussein's latest collection and will be documented on [TheCreatorsProject.com](http://TheCreatorsProject.com).

The Brazilian rap sensation and returning Creator Emicida (Brazil) will work with The Studio to produce, release and distribute his new album. And, filmmaker Barnaby Clay (US) will collaborate with legendary rock photographer Mick Rock (US) on a traveling video installation.

Deborah Conrad, Intel vice president and chief marketing officer, said, "We knew we had a great idea last year when we worked with Vice to kick off The Creators Project, but we didn't really quite wrap our heads around the magnitude of the global appetite for innovation. This comes from the collision of art and technology. Last year, we celebrated a new generation of creative and artistic geniuses. And in our second year, we'll continue the celebration, but evolve the program to become a patron for the creative process, such as adding The Studio and a partnership with Coachella. We're going bigger, better, richer and deeper in 2011 to empower even more creators in unimaginable ways. Prepare to be wowed."

### The Creators Project TV Series

New this year is the premiere of The Creators Project TV series that will feature 30-minute in-depth documentaries on select creators. The series debuts Feb. 23 with an episode on Interpol (US). The 12-part series will air first on [TheCreatorsProject.com](http://TheCreatorsProject.com) and will then be syndicated to major cable networks across the world. Additional short-form pieces will cover Academy Award winning film collective H5 (FR), and artists Quayola (UK), Feng Mengbo (PRC), and Taeyoon Choi (KR).

### International Event Series

The Creators Project's international event series in 2011 is expanding its event line-up, with Paris and Lyon joining, as well as return hosts New York, Sao Paulo, Seoul and Beijing. Due to popular demand, the events, which last year brought thousands of people together for live concerts, art exhibits, film screenings and panel discussions, will be extended to multi-day creative summits versus the one-day events held in 2010.

### About The Creators Project

Launched in 2010, The Creators Project is an ongoing multi-year program that is dedicated to identifying leading artists and enabling them to showcase their works and artistic visions through technology and interactive media. The program includes The Studio, an international event series, a documentary TV series, multi-disciplinary collaborative projects and the video website, [TheCreatorsProject.com](http://TheCreatorsProject.com).

In just 1 year, The Creators Project has become a cultural phenomenon. Tens of thousands of guests have attended the events, and the content was viewed over 55 million times online.

The project unites a vast collection of artists, designers, musicians and filmmakers who are using technology to push the bounds of creative expression. To date, there are more than 100 Creators involved, hailing mostly from seven countries (United States, United Kingdom, Germany, France, Brazil, South Korea and China) along with other artists from around the world.

### 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 [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

### 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.

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Source: Intel Corporation