

FOR IMMEDIATE RELEASE

SILICON VALLEY CONTEMPORARY

Silicon Valley Contemporary Brings Art to the Valley to Engage the Tech-savvy Collector

February 28, 2014 (San Jose, CA) — This spring, [Silicon Valley Contemporary](#) opens its doors at the San Jose McEnery Convention Center, April 10-13, 2014. The first of its kind in the tech industry mecca, Silicon Valley Contemporary places emphasis on the relationship between art and technology in a growing effort to engage the arts patrons of tomorrow.

In recent years, art and technology have successfully merged to further creativity, broadening our understanding of artistic practices and making art visible in mediums previously reserved for technologists including networked culture, interactivity, creative use of digital surfaces, and the space between image and motion. Those in the technology sector are turning to artists to address design and function issues with initiatives like [Google's DevArt](#), while the art world continues to embrace technology as a creative practice as in [Rhizome](#) "Seven on Seven," both pointing to progress made in bridging two notoriously insular cultures.

Silicon Valley Contemporary aims to be at the center of a conversation on art and technology in effort to connect the collectors of tomorrow with the most relevant work of today. At the heart of this initiative is the appointment of Paul Young, Director of Young Projects (Los Angeles), as curator of the fair's Moving Image Experience, a presentation of artists whose work ranges from single channel video works that span animated, narrative and performance-based pieces, to computer-based installations, 3D works and interactive projects, including the "**Mutual Wave Machine**" by **Suzanne Dikker, Matthias Oostrik, Peter Burr, Diederik Schoorl, Matthew Patterson Curry, and Oliver Hess, presented by Marina Abramovic Institute** on exhibit throughout the fair.

A dedicated video pavilion of flatscreens replacing the usual art gallery booths will include presentations of **Jacco Olivier** with The Marianne Boesky Gallery (New York); **Jennifer Levonian** with The Fleisher/Ollman Gallery (Philadelphia); a new work in 3D by **Marco Brambilla** with The Christopher Grimes Gallery (Los Angeles); and **ANETTA MONA CHIŞA & LUCIA TKÁČOVÁ** with The Christine Koenig Galerie (Vienna); as well as a special selection of the best video art works from 2013 co-curated by **LOOP Barcelona**, the premier video art fair, and the **Barcelona Museum of Contemporary Art**. Lastly, artist **Gary Hill** will receive Silicon Valley Contemporary's first annual **Distinguished Media Artist Award**.

Curator Paul Young explains the scope of the project:

The Moving Image Experience at the Silicon Valley Contemporary is designed to provide visitors with a glimpse of some of the very best examples of work by contemporary artists who are using technology in their studio practice. Each of the works on view will provide another facet of what is rapidly becoming the most prevalent language of our age--the language of the digital. At the same time we will be offering a selection of talks, discussions and presentations by a number of experts who will be providing an essential context for all the works on view, as well as touching on their lineage and history. Taken as a whole, the Moving Image Experience will help visitors see just how far technology-based artworks have evolved over the years, and perhaps suggest where they are going in the near future.

Throughout history, art has succeeded through a legacy of patronage. As tech companies continue to receive favorable investments increasing their market valuations, many have the opportunity to reinvest in culture, and choose to do so by forming corporate collections or commissioning works such as murals or site-specific installations. As the region's premier art fair in a city home to the corporate headquarters of numerous elite tech companies including Adobe, Cisco Systems and eBay, Silicon Valley Contemporary seeks to engage a growing audience of art enthusiasts from the tech world who are eager to be the patrons of tomorrow.

By utilizing the proven technologies and business practices created by leading Silicon Valley corporations that have not yet been integrated into the traditional art fair model, Silicon Valley Contemporary hopes to breed a "next generation" art fair following this shift in the art and technology sectors. This approach will include everything from Google Glass for the arts, and the encouragement of online sales of art in the fair, to the acceptance of Bitcoin as currency at the fair, offering an equally contemporary collecting experience to compliment the work available.

Silicon Valley Contemporary Exhibition Dates and Times:

Thursday, April 10, 6:30-9:30pm | Opening Night Preview

Friday, April 11, 11am-8pm

Saturday, April 12, 11am-8pm

Sunday, April 13, 11am-6pm

Location:

San Jose McEnery Convention Center

150 West San Carlos Street

San Jose, CA 95113

Tickets:

Day Pass/\$25

Three Day Pass/\$40

VIP Pass/\$125

BLACK CARD/\$250

Tickets available at the door and online: <http://siliconvalleycontemporary.com/tickets/>

Editors note: Only VIP and BLACK CARD passes allow admittance to the Opening Night Preview to benefit San Jose Museum of Art.

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