Under the thematic *Seeking Silicon Valley*
the 2012 ZERO1 Biennial proposes that contemporary art practice can re-imagine the idea, the place, and the experience of Silicon Valley.

Founded in 2006, the ZERO1 Biennial is a contemporary art event showcasing innovative artists who are working at the convergence of art and technology to reshape contemporary culture. The 2012 ZERO1 Biennial features an expanded program of exhibitions, public art installations, performances, and events including work by more than one hundred artists who will challenge our notions of place and identity as they investigate the role Silicon Valley has played in changing the ways we work, live, and communicate globally.

Renowned as a hub of entrepreneurship and innovation, Silicon Valley is notoriously difficult to experience. More than a specific location it is a network of freeways, technologies, companies, and communities. Modelling this networked nature, the Biennial hub is located at the “ZERO1 Garage” in downtown San Jose, with a connected system of more than forty partnering venues serving as Biennial access points throughout the San Francisco Bay Area and beyond. In order to visualize this expansive network of activities, ZERO1 has collaborated with Institute for the Future (IFTF) to create a map of all Biennial locations within a landscape of four alternative futures for the Bay Area.

This map demonstrates how the ZERO1 Biennial is not only about the geographical region of Silicon Valley; it is about the landscape of possibility that exists when we recognize that the individual decisions we make today directly affect our collective future.

The artists and artworks featured in the 2012 ZERO1 Biennial will challenge our notions of place and identity as they investigate the role Silicon Valley has played in changing the ways we work, live, and communicate globally.
Seeking Alternative Futures in Silicon Valley

Silicon Valley occupies a timescape of ideas and aspirations, of shifting geologies, technologies, and cultures. In this timescape, the future unfolds like origami, showing us faces and places we might never have imagined had we not looked closely. Can we see a future in which collaborative constraint would not only be accepted, but improve quality of life? Can we imagine construction workers being biologists and building bioconstructed realities? We might have hoped to see boom times for the bay, but did we know how far we’d sell out our environment to get it? And while we fear the “big one”, might something like the 9/9/29 earthquake lead to a radically new and improved way of life? Silicon Valley is a landscape of possibility. This map is about what we discover while we fear the “big one”, might something like the 9/9/29, but did we know how far we’d sell out our environment to get it? And the bay boom times for? We might have hoped to see and building bioconstructed realities but improve quality of life? Can we imagine construction workers being biologists would not only be accepted, collaborative constraint Can we see a future in which technologies, and cultures. In this timescape, the future unfolds like origami, showing us faces and places we might never have imagined had we not looked closely.  

All our visions of the future fall into four scenario archetypes: 

- Growth 
- Collapse 
- Constraint 
- Transformation 

Each of these is rich in variants, spurred by unexpected contexts and contradictory values. The four short images of the future captured here invite you to bring your own insight into these possible worlds—to amplify, challenge, or extend each narrative with your own details, perhaps inspired by your tour of the ZERO1 Biennial. Reflect on the choices we will all make, separately and together, over the coming decades as we bring our personal and collective visions into reality. 

**Artifacts:** For you, inside tonight. If we were archeologists of the future, what would we find to help us imagine the people, the tools, and the associations that define it? Offered up here are four artifacts from the future: a dream home featured in a Western home magazine, a billboard, a digital mirror, and a promotional ad. Look for the deeper stories behind them—just as you look for the stories emerging from the ZERO1 Biennial. 

Economic inequality and dwindling natural resources have forced the creative minds in the Bay Area to innovate in the service of sustainability and economic balance. Creative minds in the Bay Area to innovate in the service of sustainability and economic balance. Sharing, making, and conservation are thriving here—reducing waste, protecting the environment, and even helping citizens save money. 

Despite global economic volatility, the Bay Area continues to make bold leaps forward, reinventing business through its entrepreneurial spirit, DIY culture, and world-class talent. Thriving industry clusters around neurotechnology, renewable energy, robotics, molecular manufacturing, automated vehicles, and augmented reality gaming are driving a booming local economy and creative culture. The downside: Multitudes of poorer residents have been pushed out of the Bay Area, forming a ring of poverty and crime around gated enclaves of super-affluence. And even for those who can afford to live here, jammed transportation systems, lack of housing, and diminishing open space are degrading the historic attractions of the Bay. Still, the loud hum of business ambition has drowned out the “old guard” — those calling for social and environmental regulation, and “gardening” the region with technological solutions has become the default policy. 

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HOW TO USE THIS MAP

Seeking Silicon Valley:
Discovering and Making the Future

This map is a guide to the Bay Area wide network of exhibitions, public art, performances, and events that make up the 2012 ZERO1 Biennial. It is also a provocation to explore and experience, through art + technology, the future of Silicon Valley.

In addition to venue and program listings, the map includes a layer of future scenarios that have been created by the Institute for the Future (IFTF) as part of this collaborative project. Both ZERO1 and IFTF are deeply rooted in Silicon Valley. ZERO1 is where art meets technology to shape the future, and IFTF has been mapping the intersections between technology, the human experience, and the future for more than 40 years. We offer this map as both a guide and a provocation and hope you use it to explore alternative futures, contribute to the dialogue about change, and join us at the ZERO1 Biennial.

discover the subtle signs and signals of the disparate paths we’re following
document the possible futures you find at the ZERO1 Biennial and beyond
share the meanings of these alternative visions for your communities

Twitter: Join the conversation #ZBIENNIAL, #ZARTISTS, and follow @ZERO1_ART
Facebook: Post on our Facebook page to fb.com/zero1.art.tech
Mobile Biennial App: zero1biennial.org/app

For an online/offline human guide, follow an Art Ambassador zero1biennial.org/artambassadors

For artist and venue info > zero1biennial.org