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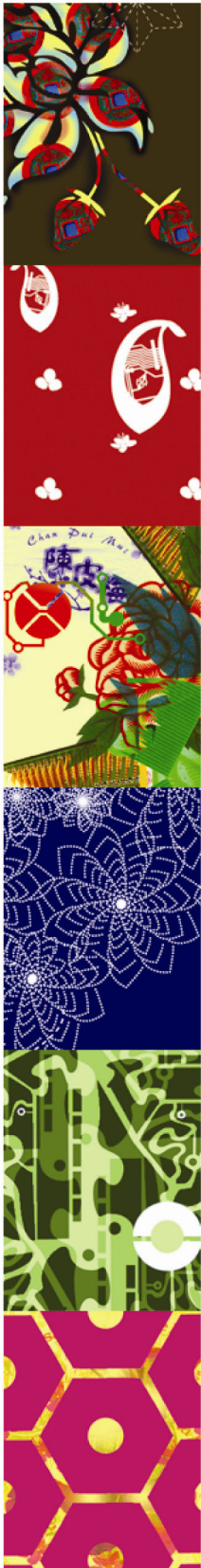
In the Spirit of the Hawaiian Print: The Silicon Valley Print

SAN JOSE, Calif., April 23, 2010 – In a new project, **fusionwear sv**, the San Jose Museum of Quilts & Textiles and ZER01 ask the question: What does the Silicon Valley experience look like to you?

Beginning on May 1, the community is invited to submit images that represent the Silicon Valley experience in all its cultural, geographic and technological diversity. The images submitted will provide inspiration to artist Corinne Okada Takara who will bring our diverse, dynamic region to life in a series of **fusionwear sv** Silicon Valley printed fabrics.

The **fusionwear sv** project is designed to create a visual vocabulary for a region that struggles to articulate its identity beyond its role as high tech mecca. The **fusionware sv** fabrics will represent the Silicon Valley experience in the same way the Hawaiian print captures the spirit and cultural iconography of Hawaii.

The public is invited to upload their own images and view the images in the visual vocabulary pool at www.sjqmusem.org beginning on May 3. The public is also invited to get involved in person by wearing garments or bringing items that represent their Silicon Valley experience to the Museum during the SubZero/South First Friday street party and gallery crawl on June 4, 2010 from 6-11pm. All evening on June 4, artist Corinne Okada Takara and others will be on hand to photograph the garments and objects and add them to the image repository. Finally, everyone is invited to unleash their own inner textile designer and submit their own fabric designs inspired by the image pool into a design contest. Winning designs will be selected through an online voting process and digitally printed on fabric. See complete contest rules at www.sjqmusem.org.



TECHstyle/SoftWear Installation

Fabric digitally printed with the **fusionwear sv** designs created by Takara and the winning designs submitted by the public will be used by couture fashion and artwear designer Colleen Quen in collaboration with Takara to create a sculptural installation that represents the Silicon Valley experience. This **TECHstyle/SoftWear** sculptural installation will be on view at the Museum of Quilts & Textiles during the 2010 01SJ Biennial to be held September 16-19.

Everyone who submits images to the Silicon Valley experience image repository will be entered into a drawing to win a pair of shoes made with a **fusionwear sv** design from www.zazzle.com. **fusionwear sv** fabric will be available to order in several products including shoes, bags and shirts. Yardage will also be available for people to make their own Silicon Valley SoftWear creations.

The 2010 01SJ Biennial, produced by ZER01, is predicated on the notion that as artists, designers, engineers, architects, marketers, corporations and citizens we have the tools to (re)build the world, conceptually and actually, virtually and physically, poorly and better, aesthetically and pragmatically, in both large and small ways. 01SJ is about how powerful ideas and innovative individuals from around the world can make a difference and come together to build a unique and distributed city-wide platform for creative solutions and public engagement.

Under the theme "Build Your Own World," ZER01, in collaboration with dozens of partners, will present over the course of 4 days, from September 16-19, hundreds of artworks, performances, events, and artist talks, which not only imagine the future of the world but begin to build it.

The Museum of Quilts & Textiles was the first museum in the United States dedicated to quilts and textiles as an art form. In 2005 the San Jose Mercury News named the Museum one of the top 10 attractions in San Jose. Museum and Museum Store hours are: 10:00am-5:00pm Tuesday through Sunday; closed Mondays and major holidays. Admission is \$8.00 general; \$6.50 students and seniors; and free to Museum members and children under 13. Admission is free on the first Friday of each month. The Museum of Quilts & Textiles is located at 520 South First Street in downtown San Jose. For more information, call 408-971-0323 or visit www.sjqiltmuseum.org.

This project was funded by ZER01 through a grant from the National Endowment for the Arts, 1stACT Silicon Valley, Applied Materials and Arts Council Silicon Valley.

San Jose Museum of Quilts & Textiles is also supported, in part, by Silicon Valley Community Foundation; the David and Lucile Packard Foundation; Arts Council Silicon Valley in partnership with the County of Santa Clara and the National Endowment for the Arts; the City of San Jose; and the Santa Clara Valley Quilt Association.