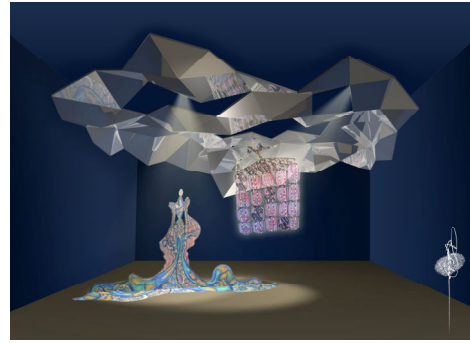




San Jose Museum of
**Quilts &
Textiles**



In-Process Rendering of the Installation;
Rendering by Rick Lee

News Release

FOR IMMEDIATE RELEASE

Contact: Connie DeWitt, 408-971-0323 x21, connie@sjquiltmuseum.org

***TECHstyle SoftWEAR* INSTALLATION**

EXPLORES LIFE IN SILICON VALLEY

SAN JOSE, Calif., August 5, 2010 – A collaborative installation entitled ***TECHstyle SoftWEAR: Surface and Shape*** by Corinne Okada Takara, Colleen Quen and Rick Lee will be on view at the Museum of Quilts & Textiles from September 16 through October 31, 2010 as part of the 2010 ZER01 SJ Biennial. Celebrate the opening with us at the ZER01 SJ Biennial's Street Festival, dubbed AbsoluteZERO, from 5pm-midnight on Friday, September 17 in San Jose's SoFA district (South First Street between San Carlos and Reed Streets).

TECHstyle SoftWEAR: Surface & Shape is an artwear installation that explores life in Silicon Valley -- a region without real boundaries and with an ethos that is difficult to capture in concrete form. This collaboration uses textiles designed by Corinne Okada Takara in sculptural artwear created by Colleen Quen in an environment designed by Rick Lee.

The textiles used for ***TECHstyle SoftWEAR*** were created with digitally printed fabric designed by Takara through the **fusionwear sv** project, an interactive experiment in visually articulating the Silicon Valley experience. For **fusionwear sv**, the public was invited to submit imagery that represents their Silicon Valley experiences. These collected images were used to create a visual vocabulary for Silicon Valley and to inspire Takara's designs for Silicon Valley print fabrics. The public was also invited to submit their own fabric designs, and winning designs were selected by public vote. Fabrics based on Takara's designs were used to create Colleen Quen's artwear sculptures, and the designs of contest winners Deborah Corsini, Jonathan McCabe, and Laurel Shimer are incorporated into the installation.. The resulting collaboration uses textiles and technology to explore and comment on life in Silicon Valley.

This commissioned installation is part of the 2010 ZER01 SJ Biennial with the theme ‘Build Your Own World’ and the Museum of Quilts & Textiles’ inaugural International TECHstyle Art Biennial (ITAB), a juried exhibition of fiber artworks made with technology or that deal with technology themes. ITAB 2010 is on view from August 17 – October 31 and the 2010 ZER01 SJ Biennial is August 16-18 in venues throughout San Jose.

Exhibition-Related Programming:

Digital Textile Design Workshop - Learn to create textile designs to be digitally printed on fabric in this two-day, hands-on, computer-based workshop with artist Corinne Okada Takara; October 23-24, 10:30am – 4:00 pm; \$225; participants must bring their own wi-fi-capable laptop; reservations by phone at 408.971.0323 x21 or at www.sjqquiltmuseum.org/calendar.

Free Digital Textile Design Workshop for Teens: Exploring Identity & Community in Pattern - In this shorter version of the two-day workshop, artist Corinne Okada Takara will teach computer-literate teens everything they need to know to create a textile design and get it printed on fabric or on shoes. October 30, 10:30am – 4pm. Teen Workshop is free, but requires a reservation and space is limited. Participants must bring their own wi-fi-capable laptop computer. Reservations by phone at 408.971.0323 x21 or by email at kristen@sjquiltmuseum.org.

Process of Collaboration: Artist Discussion with Corinne Okada Takara, Colleen Quen, and Rick Lee in the Museum during the AbsoluteZERO Street Festival on Friday, September 17 at 8pm. Artist discussion and Museum admission free that night.

AbsoluteZERO Wear your Silicon Valley Fashions Night: Wear clothes made with fusionwear sv fabrics or bring your own plain t-shirt and turn it into a unique **fusionwear sv** creation on the spot in our digital textile lab. Details at www.sjqquiltmuseum.org. Silicon Valley Fashions Night is part of the festivities for the AbsoluteZERO Street Festival on Friday, September 17, 5:00pm-midnight.

The Museum of Quilts & Textiles was the first museum in the United States dedicated to quilts and textiles as an art form. In 2005 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.sjqquiltmuseum.org.

These exhibitions and related programs are funded in part by ZER01, 1stACT Silicon Valley, Silicon Valley Community Foundation; the National Endowment for the Arts; 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; Applied Materials; WESTAF; Alexander & Baldwin Foundation; Spoonflower; and the Santa Clara Valley Quilt Association.