

the creators project

a partnership with Intel and Vice

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THE CREATORS PROJECT TAKES OVER COACHELLA, RADICALLY REINVENTING THE MUSIC FESTIVAL FOR HUNDREDS OF THOUSANDS OF FANS

INDIO VALLEY (April 15, 2011) — The Creators Project, a global cultural initiative by Vice and Intel Corporation, has radically reinvented this year's Coachella Valley Music and Arts Festival. The Creators Project is Coachella's first-ever creative partner and has brought together leading artists, filmmakers, musicians and designers from across the world to construct dramatic multimedia art installations on the grounds, including redesigning the festival's Main Stage and Sahara Dance Tent.

The series of artworks at Coachella represent the premiere of The Studio, a global studio under The Creators Project that produces and distributes works from artists representing a cross-section of creative disciplines.

The Creators Project Tent

Open from 11:30am until 9:00pm daily, The Creators Project Tent features interactive artworks. On Saturday it will host a VIP reception from 4:00pm – 5:30pm

THE CREATORS PROJECT WORKS AT COACHELLA

Coachella Main Stage design by United Visual Artists (UVA)

United Visual Artists (UVA) have dramatically redesigned and constructed the Main Stage at Coachella this year. UVA is a multi-disciplinary collective out of the UK specializing in manipulating the medium of light. UVA's design for the Main Stage was conceived as both a platform for performance and as a light and sound sculpture with experimental music provided by fellow Creator Mira Calix. Intel provided UVA with highly advanced processors and motherboards to power the Main Stage.

Sahara Tent Installation by Muti Randolph

The Brazilian Creator Muti Randolph has completely transformed this year's Sahara Tent at Coachella. Made from 70% transparent LED displays, Muti's mirage is a multi-dimensional grid that includes visual content created in real-time that reacts to sound.

J. Spaceman from Spiritualized and Jonathan Glazer, with design by Undisclosable

The Influential UK band has teamed up with the acclaimed film director Jonathan Glazer to create a physical manifestation of the song "Ladies and Gentlemen, We Are Floating in Space." This installation will be housed in a cathedral-like space designed by Los Angeles-based architects, Undisclosable, where isolated pools of light will appear, each containing a different component of the original track. All architecture, music mixing/re-building and light and sound design will be powered by Intel technology.

Summer Into Dust: Arcade Fire + Chris Milk | Saturday, April 16th

Grammy winners Arcade Fire has teamed up with legendary director Chris Milk to produce an unforgettable moment during the band's headlining performance Saturday night.

Interpol: Interpol Under Surveillance | Friday, April 15th

Interpol, in collaboration with David Lynch, Andi Watson, HPX, The Creators Project and Wieden+Kennedy present a visual juxtaposition of the seen and the unseen. Featuring the premiere of the David Lynch animation "I Touch A Red Button Man" for the song "Lights" and utilizing real time visual manipulation from Seattle based HPX, the performance will be streamed live to the internet as well as to the audience at Coachella on Friday April 15th at 7:25pm on the Coachella Stage.

Jumbletron: Video by Black Dice for Animal Collective | Saturday, April 16th

To celebrate Animal Collective's return to the stage and commemorate one of their largest shows to date, noise rock pioneers Black Dice will create a 70-minute video experience to accompany their live set.

For the First Time in History, Coachella Will Feature Bands from Brazil, Korea, and China – all credited by The Creators Project

New Pants: Friday April 15th | Gobi Tent: 1:00 pm - 1:40 pm

Chinese pop group New Pants is a pioneering Beijing-based band that is at the forefront of what critics are labeling China's "postwave" movement.

Emicida: Friday April 15th | Oasis Dome: 3:00 pm - 4:00 pm

Leandro Roque de Oliveira, better known as Emicida, is a 24-year-old rapper from São Paulo who sold 10,000 copies of a homemade and self-produced album last year. In addition to bringing Emicida to the US for the first time.

EE: Saturday April 17th | Gobi Tent: 11:40 am - 12:35 pm

EE is a "total art performance group" that has a special and very effective knack for juxtaposing mainstream culture with the obscure. The brainchild of husband-and-wife team E. Hyun Joon and E. Yunjung, EE is considered by some to be the best technology-driven creative force to emerge from South Korea.

THE CREATORS PROJECT TENT WORKS WILL INCLUDE:

- Long March by Feng Mengbo
- NIDHOGG and Jetpack Basketball by Mark Essen
- Punch by Hojun Song and Lumpens
- 3D Art Exhibit by Miles Regis & Brian Quandt
- Nao H-25 Academic Edition Robot by Aldebaran Robotics
- 3D Art Exhibit by Miles Regis & Brian Quandt

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.