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## VICE AND INTEL'S *THE CREATORS PROJECT* INVADES BEIJING FOR ITS FOUR-DAY CULTURE AND TECHNOLOGY EXTRAVAGANZA

*Thousands attend four-day event at the Ullens Center for Contemporary Art and the 798 Art Space, featuring performances, artworks, panels, workshops, and screenings by Glasser, Mount Kimbie, Francis Lam (aka dbdbking), Aajiao, PK14, Supermarket, Zhang Shouwang of the Carsick Cars, and many, many more*

*The Creators Project returns to China to launch The Studio with original works by United Visual Artists, Mick Rock, Barney Clay, David Bowie, Arcade Fire, Yao Chung-Han, Feng Mengbo, and Lou NanLi (aka B6)*

BEIJING, CHINA (SEPTEMBER 15, 2011) - *The Creators Project*, an ongoing global cultural and technology initiative by VICE and Intel returns to Beijing to host a four-day event at the Ullens Center for Contemporary Art and the 798 Art Space, from September 15<sup>th</sup> - 18<sup>th</sup>, featuring the world's leading artists, musicians, and filmmakers.

*The Creators Project* launched in 2010 to empower emerging and leading artists who are pushing the boundaries of creative expression through technology. In 2011 it unveiled *The Studio*, a multimillion-dollar global studio that produces and distributes works from artists representing a cross-section of creative disciplines.

In Beijing, *The Studio* hosts the exclusive footage of rock sensation David Bowie from filmmaker Barnaby Clay and Mick Rock, who together created an immersive audiovisual experience built around the groundbreaking song, "Life on Mars." *The Studio* also features United Visual Artists, bringing their monumental installation to the Beijing event by transforming the immersive sculpture that graced the French and South Korean events this year into a new technologically innovative creation.

The Beijing event additionally features multimedia installations from Aajiao, Francis Lam (aka dbdbking), Yao Chung-Han, Feng Mengbo, Lou NanLi (aka B6), Joao Vasco Paiva, and Matt Hope.

Live performances by top bands and DJs, Mount Kimbie, Glasser, Optimo, PK14, Supermarket, and Zhang Shouwang of the Carsick Cars, take place at the 798 Art Space on Friday, September 16<sup>th</sup>.

Screenings of Spike Jonze and Arcade Fire's "Scenes from the Suburbs," H5's "Logorama," Peng Lei's "Follow Follow," Ray Lei's "Collected Shorts," and Map Office's "Runscape" will be held throughout the four-day extravaganza.

Workshops and panels featuring creators Gaybird, Triple-major, Xin Dan Wei, and Ray Lei + Liu Jian will be held during the event.

*The Creators Project* travels to Beijing after a series of events and creative partnerships with cultural institutions in Brazil and France, including Bienal in Sao Paulo, Nuits Sonores in Lyon and La Gaité Lyrique in Paris. Earlier this year, *The Creators Project* radically reinvented the Coachella Valley Music and Arts Festival where it was the festival's first-ever creative partner, constructing major art installations on the grounds and redesigning the festival's Main Stage and Sahara Dance Tent.

# the creators project

a partnership with Intel and Vice



## **About *The Creators Project***

Launched in 2010, *The Creators Project* is an ongoing global initiative by VICE and Intel dedicated to supporting artists in realizing their creative visions through technology. The project includes an online community, a content creation studio, and a global event series. To date, there are more than 150 Creators involved, hailing mostly from seven countries (United States, United Kingdom, Germany, France, Brazil, South Korea and China) along with other artists from around the world.

## **About VICE**

VICE is a leading youth entertainment company operating in over 34 countries, and includes the world's premier original online video destination, VICE.COM; an international network of digital channels; a television production studio; a record label; an in-house creative services agency; and a book publishing division. VICE's digital channels include The Creators Project, dedicated to arts and creativity; Motherboard, covering cultural happenings in technology; and Noisy, a music discovery channel.

## **About Intel**

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom) and [blogs.intel.com](http://blogs.intel.com).