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

*Thousands attend four-day event at Platoon Kunsthalle, featuring performances, artworks, panels and screenings by Yuksek, Idiotape, Byul.org, Optimo, Risque Rhythm Machine, Park Chan-Wook, Baik Hyun Jin, Quayola, Kimchi + Chips, Yang Sookyun + Earl Park, Minha Yang, Urbantainer + In-Suk Nam + Byoung-Seon In, and many more*

*The Creators Project returns to South Korea to launch *The Studio* with the world premiere of the collaborative music video and performance piece by Drunken Tiger and Lumpens*

SEOUL, SOUTH KOREA (September 7, 2011) - *The Creators Project*, a global cultural and technology initiative by VICE and Intel returns to South Korea to host a four-day event at Platoon Kunsthalle from September 7-10 that features 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 Seoul, *The Studio* debuts a ground-breaking, special performance by Lumpens and Drunken Tiger, and an original studio work by Jin-yo Mok.

The international electronic music sensation Yuksek will headline the music line-up, which includes DJ Astrovoize, Kingmck, Idiotape, Byul.org, Optimo, Risque Rhythm Machine, and DJ Conan.

Screenings of films including Spike Jonze and Arcade Fire's "Scenes from the Suburbs, Chilly Gonzales and Adam Traynor's "Ivory Tower," H5's "Logorama," PARKing CHANce's "Night Fishing," and "The Eternal Joke" by Baik Hyun Jhin, take place throughout the event.

The Seoul event also features sprawling installations from Jin-Yo Mok, Yang Sookyun + Earl Park, Minha Yang, Urbantainer + In-Suk Nam and Byoung-Seon In, Kimchi + Chips, Quayola, and Hojun Song.

Workshops and panels featuring creators, Visualozik, DeeJay Murf + PJ, Taeyoon Choi, Random Walks, and Eun Joo Shin take place throughout the four days of the event.

*The Creators Project* travels to Seoul after a series of events and creative partnerships with cultural institutions throughout 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 Noisey, 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).