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**THE CREATORS PROJECT PARTNERS WITH NUITS SONORES
TO REINVENT FRANCE'S LEADING MUSIC FESTIVAL**

Vice & Intel's The Creators Project enhances the festival through state-of-the-art installations, screenings, and panels from local and international artists

Following Nuit sonores, The Creators Project will travel to La Gaité Lyrique in Paris for a multi-day extravaganza

LYON, FRANCE (June 2, 2011) – This year The Creators Project, a global cultural and technology initiative by Intel and Vice, has added a dramatic new art and visual experience to Nuits sonores through groundbreaking multimedia art installations, screenings and panels. The Creators Project will bring together leading local and international artists, filmmakers, musicians and designers to showcase their works in Lyon.

The Creators Project launched in 2010 to support artists representing a cross-section of creative disciplines that 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 participating artists. The Studio debuted this year at the Coachella Valley Music and Arts Festival in California where it was the festival's first-ever creative partner, constructing multimedia art installations on the grounds and redesigning the festival's Main Stage and Sahara Dance Tent.

At Nuits sonores, United Visual Artists (UVA) will transform the Main Stage they constructed at Coachella into a stunning landmark gateway for the festival's main entrance. Entitled "Conductor" and towering sixteen meters high, the landmark gateway is an animated light sculpture consisting of 72 aluminum cubes and features an original score from the British composer, Scanner. Festival guests will enter a portal of light and sound as they walk through the gateway.

At Nuits sonores, The Creators Project artists include United Visual Artists, AntiVJ, Trafik, Superscript2, Martial Geoffre-Rouland, Joao Vasco, Lumpens, and Hojun Song who will create installations across the festival site. New works from The Studio at the festival are by UVA, Superscript2 and AntiVJ.

Screenings will include contributions from Jean-Baptiste de Laubier, Spike Jonze, Animal Collective and Danny Perez among others. Tokyo-based VJs Daito Manabe, Takcom and the Dadakingz collective will perform throughout the festival.

Following Nuits sonores, The Creators Project will travel to Paris to kick-off its international event series this year at La Gaité Lyrique where it will hold a series of art exhibits, screenings, panel discussions, workshops and live performances. Thousands of attendees will fill the international cultural institution dedicated to digital arts and new music.

About The Creators Project

Launched in 2010, The Creators Project is an ongoing global initiative dedicated to supporting artists in realizing their creative visions through technology. The project includes an online community at <http://thecreatorsproject.com>, a content creation studio titled The Studio, and a global event series. In one year, The Creators Project has become a cultural phenomenon. Tens of thousands of guests have attended the events, and its website has attracted more than 14MM unique visitors and its video content has been viewed 70MM times.

The project unites a vast collection of artists, designers, musicians, and filmmakers who are using technology to push the bounds of creative expression. To date, there are more than 100 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 was launched in 1994 as a small print zine in Montreal and has since grown into a global media company. Since day one, technology has driven VICE forward, turning ideas into reality. Innovations in desktop publishing made VICE Magazine possible and, more recently low cost digital filmmaking and distribution democratized the worlds of TV and film bringing about VBS.TV. As technology continues to improve, it remains VICE's goal to give artists a platform to be presented and discussed.

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 and blogs.intel.com.