

For Immediate Release

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Contact

Kerry Adams Hapner, Director of Cultural Affairs, City of San José
(408) 793-4333; kerry.adams-hapner@sanjoseca.gov

Elisabeth Handler, Public Information Manager
Office of Economic Development
408 535-8168; elisabeth.handler@sanjoseca.gov

**“PLAYA TO PASEO” OPENING AT SAN JOSE CITY HALL 11/3, IN PARTNERSHIP
WITH BURNING MAN PROJECT**

The City of San José Office of Cultural Affairs and Burning Man Project announce the selection of *Sonic Runway* by Rob Jensen and Warren Trezevant as the first artwork for the *Playa to Paseo* initiative, and invite the public to the opening celebration at City Hall on November 3, 2017, from 6:00 p.m. to 8:00 p.m.

Sonic Runway will be installed along Santa Clara Street in front of the iconic San Jose City Hall building designed by acclaimed architect Richard Meier.

Over the next three years, the *Playa to Paseo* partnership between the City of San José and Burning Man Project will site temporary, interactive artworks throughout San José as an invitation to play, engage, and participate in art-making city-wide.

The public is invited to join the celebration of the initiative’s first installation, *Sonic Runway*, and enjoy this sound-activated, light-based artwork.

- What:** *Sonic Runway* Artwork Launch
- When:** Friday, November 3, 2017
6:00 p.m. to 8:00 p.m.
- Where:** San José City Hall, 200 Santa Clara Street, San José, CA 95113
- Features:** Mutant art vehicles, DJs, fire artists, and a few more surprises – a night of celebration!

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“Each artwork in this project is chosen because of the possibilities for learning, celebration, and participation for our local artists and residents,” says City of San José Director of Cultural Affairs Kerry Adams Hapner. “We see the location of City Hall for the first artwork as a symbol of the civic discourse and engagement that we will ignite through this project. It’s an invitation for all our citizens to feel welcome to play, connect, and celebrate.”

Sonic Runway is a light-art installation that visualizes the speed of sound. The artwork converts audio signals into a pattern of lights that shoot down a corridor of arches at the speed of sound, (1235kph /767mph). The runway’s arches are each lined with 277 addressable LEDs. Live audio input is analyzed and converted into intricate patterns that shoot down the corridor with sound and lights in sync. Standing at the front of the runway, the beats of the music visually ripple away from the viewer. Looking back from the far end, one can see the sound coming and hear the music just as the patterns reach the viewer. In San Jose, *Sonic Runway* will be 432 feet long and stretch across a city block between 4th and 5th streets on Santa Clara Street.

Kim Cook, Burning Man’s Director, Art & Civic Engagement, shared these thoughts, “When we bring artists who’ve created work for Black Rock City into other contexts, we want to do so thoughtfully. We are not so much interested in transferring objects as we are in sharing the process behind co-created, collaborative artworks. Thus, each artwork includes elements that can be shared and developed in San José.”

Coinciding with the installation of *Sonic Runway*, Burning Man Project will be offering a grant workshop in San José this October to share how to apply for funding from Burning Man to create work for the annual event in Nevada or for Global Art Grant funding which supports participatory art projects around the world. The *Sonic Runway* artists and collaborators will also lead workshops involving art and the science of sound, working with steel, LED programming, and more.

“It is exciting to see a Burning Man piece as dynamic as *Sonic Runway* being installed in an urban environment,” Burning Man Project CEO Marian Goodell said. “Our partnership with the City of San José is a major step forward in exploring the possibilities of large-scale art outside of the Black Rock Desert, and we hope this serves as an invitation for artists to engage in the South Bay and beyond.”

The City is also working with the Regional South Bay Burners and local artists to provide even more activation with musicians, fashion designers, and performance companies to illuminate all the possibilities of the *Sonic Runway*.

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Artist Bios**Rob Jensen**

Lead artist Rob Jensen conceived *Sonic Runway* while observing the effects of sound at Burning Man in 2002. As a visual artist, engineer and musician, Rob has always been drawn to the intersection of science and art. Rob's day job also combines art and technology, where he alternates between animating and engineering at Pixar Animation Studios.

Warren Trezevant

As a former animator at Pixar Animation Studios, Warren enjoys creating experiences of wonder, from bringing characters to life on the movie screen to bringing them to life in the real world, as with the stroboscopic *Toy Story Zoetrope*. Warren also contributed his animation skills to Burning Man projects like Peter Hudson's large-scale stroboscopic zoetropes *Charon* and *Eternal Return*, as well as the breathing for Marco Cochrane's sculpture *R_Evolution*. Warren's been a co-collaborator and producer of *Sonic Runway* since inception.

About Playa to Paseo

The partnership with the City of San José is intended to call forth to the San José artist community and invite participation in imagining the way that temporary art can invigorate public spaces across San José's 180-square-mile landscape. This project will be part of a larger initiative to develop art from within the San José art community that can both go to Black Rock City and be situated in San José, thus completing the circle from Playa to Paseo to Playa.

About Burning Man Project

Burning Man Project, a nonprofit organization, produces the annual Burning Man event in Black Rock City, and works year-round to extend and facilitate the culture that has grown from the event into the larger world. Burning Man Project provides inspiration, connection, education, and grants to a creative ecosystem of builders, makers, artists, and community leaders. Its work spans six interconnected program areas: Art, Education, Civic Involvement, Culture, Philosophical Center, and Social Enterprise. An ever-growing global network supports and furthers these efforts in 44 U.S. states and 37 countries around the world.

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About the City of San José Office of Cultural Affairs

The City of San José recognizes that the arts and culture are essential elements in the character and quality of life in a vibrant community, and seeks to ensure that San José is an effective hub of a wide array of arts and cultural opportunities throughout Silicon Valley. The Office of Cultural Affairs, a division of Economic Development in the City Manager’s Office, is the lead City of San José agency for stewarding a vibrant arts sector. It achieves this mission through public art and placemaking, arts funding, special event coordination, creative entrepreneur work-force development, cultural facility stewardship, and, among other items, cultural policy. Visit www.sanjoseculture.org.

About the City of San José

San José, Capital of Silicon Valley, is the largest city in Northern California and the 10th largest city in the nation, with an ethnically diverse population of more than one million. San José was founded in 1777, once served as the state capital of California, and encompasses 180 square miles. The City’s website is sanjoseca.gov.

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