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Locative Cinema Comes to Life with Commission from Silicon Valley's ZER01, Sundance Film Festival, and The Banff Centre

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Commission Winner UK-based Art Group Blast Theory, Known for Mixing Artistic Risk with Technological Innovation, Stresses Open Source Phone Systems, Virtual Worlds & Participatory Cinema

Premieres at ZER01's 2010 01SJ Biennial, 2011 Sundance Film Festival and 2011 Banff Summer Arts Festival

SAN JOSE, Calif.--(Business Wire)--

ZER01: The Art & Technology Network in conjunction with the Sundance Film Festival's New Frontiers Initiative and Banff New Media Institute at The Banff Centre is pleased to announce the winner of the first ever Locative Cinema Commission. The UK-based art group Blast Theory has been awarded \$4,500 for the art commission with an additional \$5,000 available for production and residency costs to be undertaken at The Banff New Media Institute, as well as substantial in kind support from The Banff Centre.

`Locative cinema` has been conceived as a `platform agnostic apparatus` through which artists can use their location as something both specific and generic in order to share a vision of place.

The 2009 winner of the commission, Blast Theory, is renowned internationally for their use of interactive media in creating groundbreaking new forms of performance and interactive art that explores the social and political aspects of technology. Led by Matt Adams, Ju Row Farr and Nick Tandavanitj, the group most recently created Ulrike and Eamon Compliant, an ambulatory work commissioned for the 2009 Venice Biennale.

Blast Theory's Locative Cinema work will premiere at the ZER01 01SJ Biennial scheduled to take place in San Jose in September of 2010. This will be followed by exhibition at the 2011 edition of New Frontier at the Sundance Film Festival and the 2011 Banff Summer Arts Festival.

Following an international call for submissions put out by three partnering organizations, a multiplicity of artists, works and presentation variations were considered. All were evaluated by the Commission's jury on an ability to engage people using place as a key element of the experience, via platforms that ranged from cell phones to the black box of the cinema, from mixed reality to street theatre, from GPS to handhelds, from distributed to ambient. Notes Commission jury member and ZER01 Artistic Director Steve Dietz, "Blast Theory is one of the most innovative artist groups in the world working in the overlap of participatory art, virtual worlds, and public space. Their work constantly expands our notion of what a narrative experience can be, and we are thrilled that their next `movie` will be the result of the first ZER01-Banff-Sundance Locative Cinema commission."

Based in Brighton, UK, Blast Theory has a strong track record of taking major artistic risks based on its belief that true innovation requires it. Agile and highly responsive to new ideas and opportunities, Blast Theory received a BAFTA nomination for Technological and Social Innovation. "ZER01, Sundance Institute and the Banff New Media Institute all have proven commitment to supporting emerging forms of creative practice," said Susan Kennard, Director and Executive Producer at The Banff New Media Institute. "We're excited that this collaboration has inspired Blast Theory to create a dynamic new work that will be exhibited to wide and diverse audiences in San Jose, Park City, and Banff and engage the public in a manner that exemplifies the new and changing ways one can