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The Creators Project Kicks Off 2012 With First-Ever San Francisco Event

Intel and VICE's global technology and arts initiative drops into the Bay Area for a two-day event featuring towering multimedia art installations, live music performances, film screenings, and interactive panels

Event to be held at historic Fort Mason on March 17-18

NEW YORK, NY (Jan. 31, 2012) - *The Creators Project*, Intel Corporation and VICE's global arts and technology initiative dedicated to supporting creativity, will kick off 2012 by holding its first-ever San Francisco event March 17-18.

After traveling the world in 2011 where *The Creators Project* hosted cultural festivals in Beijing, Sao Paulo, New York, Paris, Lyon and Seoul, the event will head into the world's epicenter of technology and innovation.

Kicking off its third year, *The Creators Project* will take over the historic Fort Mason in San Francisco, hosting a monster interactive and visual two-day event that will showcase the cross-section between art and technology for thousands of guests.

The event will feature dozens of bands, films, workshops and original multimedia works produced by The Studio, *The Creators Project's* content-creation studio. Installations will include *Origin*, a striking 40-foot by 40-foot audiovisual installation by United Visual Artists, as well as many other installations that have never been seen before.

For more details, visit TheCreatorsProject.com/sanfrancisco

The line-up, RSVP information and schedule to be released in coming weeks.

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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 and video channel, TheCreatorsProject.com, 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. Participating Creators include such leading artists as Karen O, Hussein Chalayan, Anish Kapoor, Florence and the Machine, United

Visual Artists, Feng Mengbo, Mark Ronson, Jonathan Glazer, Mick Rock, Barney Clay and David Bowie.

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.

About VICE

VICE is a leading youth media 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.