



The 2nd Annual SubZERO Festival

- WHAT** *A DIY, artistically bent, hi/lo-techno-mashup where street meets geek. In addition to the South First Fridays monthly artwalk, you'll find two entertainment stages, over 100 artists, performers and musicians.*
- WHEN** Friday, June 5, 2009, 6pm to midnight. www.subzerofestival.com
- WHERE** Downtown San Jose's SoFA district on South First Street between San Carlos and Reed Streets
- WHAT ELSE** **ICA SubZERO Passport!**



Pick up an ICA Passport card at the ICA or at any of the gallery's four art booths in the festival. Participate in each booth activity, stamp passport, and drop the passport at the ICA for a drawing on June 8th. The winning draw prize is an ICA membership, good for one year and valued at \$500.

ICA subZERO Art Booths

ICA Rejection Dunk Tank

As part of *It's Not Us, It's You*, an exhibition exploring the inevitability of rejection in our lives, the ICA invites the community to dunk its favorite scapegoat. For \$5 get 3 chances to dunk a volunteer dunkee holding a rejection sign like, "Taxes," "My Boss," "My Ex," etc.

Dina Ropele's Hot Dog Stand

Artist Dina Ropele will share her hot dog obsession in a performance that references American consumer culture, food obsession, overconsumption and sexual desire. Ropele is an exhibiting artist in the ICA's *Lift Off* exhibition.

ICA T-shirt Boutique & Emporium

Purchase this year's limited edition ICA subZERO T-shirt designed by Print Center Artist-in-Residence Linn Meyers.

Andrew Hedges' Object Transformation Machine

Artist Andrew Hedges will transform anything (that is safe!) in half with his Object Transformation Machine. Bring a credit card, wallet or high school yearbook for him to transform into a new object.