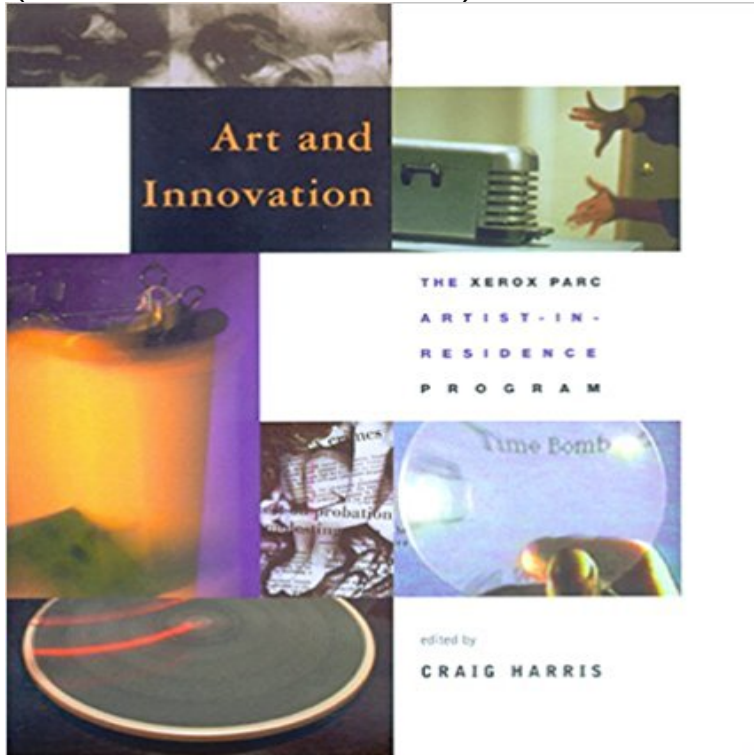


Art and Innovation: The Xerox PARC Artist-in-Residence Program (Leonardo Book Series)



The idea behind Xerox's interdisciplinary Palo Alto Research Center (PARC) is simple: if you put creative people in a hothouse setting, innovation will naturally emerge. PARC's Artist-in-Residence Program (PAIR) brings artists who use new media to PARC and pairs them with researchers who often use the same media, though in different contexts. This is radically different from most corporate support of the arts, where there is little intersection between the disciplines. The result is both interesting art and new scientific innovations. Art and Innovation explores the unique process that grew from this pairing of new media artists and scientists working at the frontier of developing technologies. In addition to discussing specific works created during several long-term residencies, the artists and researchers reveal the similarities and differences in their approaches and perspectives as they engage each other in a search for new methods for communication and creativity. Contributors : Marshall Bern, David Biegelsen, Michael Black, Jeanette Blomberg, John Seely Brown, Margaret Crane, Paul De Marinis, Jeanne C. Finley, Rich Gold, Craig Harris, Steve Harrison, David Levy, Constance Lewallen, Dale MacDonald, Judy Malloy, Cathy Marshall, Scott Minneman, John Muse, Susan Newman, Joel Slayton, Lucy Suchman, Randy Trigg, Stephen Wilson, Jon Winet, Pamela Z.

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