



Contact: Jennifer Leclerc
Communications Coordinator
jennifer@ci-sv.org
408.283.3407

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South Bay Leaders Meet to Discuss Cultural Development of Silicon Valley

San José, CA – Twenty-five prominent business and civic leaders met on October 26th at the Tech Museum of Innovation to discuss the cultural development of Silicon Valley. The luncheon was the first of the “da Vinci Forums,” a quarterly series featuring thought-provoking artists, authors, and opinion-leaders speaking on culture and community, sponsored by Cultural Initiatives Silicon Valley, Community Foundation Silicon Valley and the Tech Museum.

Attendees represented regional leaders from the business, civic and philanthropic community and included, among others, Greg Avis, Managing Partner with Summit Partners; Ann Bowers Noyce, Senior Trustee of the Noyce Foundation; Harry Saal, Cultural Initiatives Board President; Mark Ritchie, President of Ritchie Commercial, and Tom Bondi, Principal with Berger/Lewis Accountancy.

The inaugural da Vinci Forum featured renowned urban historian, Sir Peter Hall, Professor of Planning at University College London, and was moderated by Peter Hero, President of the Community Foundation Silicon Valley. Discussion centered around issues outlined in Hall’s epic book, *Cities in Civilization*, in which he devotes one chapter to the history and technological achievements of Silicon Valley.

“There are two kinds of creativity and innovation,” cites Hall. “Artistic, as exemplified in classical Athens or Florence, and also technological, in inventions that become commercial innovations, as in Silicon Valley. One type of creativity is just as important as the other.”

Hall commended participant and former San José mayor Susan Hammer on what he called one of the finest city plans he’s seen in recent years. “What your city needs now is to identify a cultural quarter and develop managed work spaces for artists to make and market their art,” says Hall. “The entrepreneurs are the only ones who can identify and develop these spaces.”

Cultural Initiatives hopes to continue to gather Silicon Valley’s leaders on a quarterly basis. “With the effort demonstrated by Cultural Initiatives Silicon Valley, the Tech Museum of Innovation is very supportive of future da Vinci Forums,” says Peter Giles, President of the Tech Museum of Innovation.

Cultural Initiatives Silicon Valley is a nonprofit organization formed in response to the research and planning efforts of over 1,000 committed community leaders, and dedicated to the development of a comprehensive plan for the cultural transformation of Silicon Valley.

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