

# San Jose, California Story Ideas



## Garage Culture: A Transcendent Force Behind Silicon Valley Technology

Innovative beyond belief, Silicon Valley transcends technology. The legacy dates back to 1939 when two Stanford engineers William Hewlett and David Packard founded Hewlett-Packard. HP's production began in their Palo Alto garage and inspired decades of would-be successors including two other garage types, Steve Jobs and Steve Wozniak. Jobs and Wozniak cemented Silicon Valley's reputation as the place where revolutionary change blossoms from unassuming places, by creating the first Apple computer in the Wozniak family's San Jose garage. On November 2017, Apple debuted the Apple Park Visitor Center with a 3D model of the new campus that can be viewed through augmented reality, the latest Apple products with exclusive merchandise only found at Apple Park, a café and an observation deck.



**Apple Park Visitor Center**

## Ridge Vineyards



### Trace Pinot Noir to its California Roots and explore one of the States Oldest Wine Regions

The Santa Cruz Mountains and Santa Clara Valley are two of California's oldest wine producing regions. Grapes were grown here for commercial use in the mid 19th century. The region boasts award-winning wines produced by prolific winemakers Etienne Théé, Paul Masson and Paul Draper. As a result, the valley brought Pinot Noir vines to California, famed sparkling wine, won best wine at the Judgment of Paris re-enactment and claims the states 4th oldest continuously operating winery. From Pinot Noir to Sauvignon Blanc Silicon Valley's wine region is quoted by Wine Spectator the "most underappreciated appellation in the world".

## Trippin' Out on San Jose's Counterculture Scene: A Catalyst in Shaping Arts, Culture and Global Change for this Valley and the World

Silicon Valley is flush with success stories surrounding technology, but the catalyst behind that success was the Valley's counterculture. Steve Jobs credits psychedelic experimentation as the most important force behind his vision for Apple. Before Apple, Stanford University was studying mind-expanding experimentation and one of its early subjects was author Ken Kesey who rallied his Merry Pranksters on a journey "Furthur" that began the historic "Acid Tests". In 1965, the "San Jose Acid Test" held downtown coincided with the Grateful Dead's debut performance and the Rolling Stones performance at City National Civic. The venue still attracts world-class musical artists.



**City National Civic**