

## ***De.Coded – A Human Atlas of Silicon Valley by Marcus Lyon***

*Human Atlas is a social-impact art platform. Mapping community through oral history, portraits, and ancestral DNA. Inspiring the next generation of change.*

### Press Release

*De.Coded – A Human Atlas of Silicon Valley* is the latest cycle in Marcus Lyon's ambitious social-impact art platform. Human Atlas projects harness extensive anthropological research and DNA science with imagery and sound to draw a multi-layered map of a nominated community of individuals.

For *De.Coded*, 101 selected nominees' life stories, portraits and ancestral DNA maps have been brought together in book and app form to engage the broadest of audiences and inspire a deeper understanding of the Valley, its people — past, present, and future.

Every Atlas is built on an extensive nomination process, where a diverse group of leaders, from across the spectrum, nominate individuals from their communities who represent the very best of society, those who are championing and driving sustainable change in all its forms: from entrepreneurs to public servants, from activists and non-profit leaders to artists and scientists. Names like the young climate activist [Sophia Kianni](#), the journalist and human rights advocate [Jose Antonio Vargas](#), the musician [Fantastic Negrito](#), the chairwoman of the Ohlone Tribe [Charlene Nijmeh](#), and the Chicano playwright and filmmaker [Luis Valdez](#).

The final 101 frame many of the most important stories of this remarkable valley - representing the incredible diversity of the Bay Area. "In many ways the Silicon Valley of this specific narrative is a truly American story written by those myriad migration journeys that lie at the heart of this young nation. Within this beautiful mosaic are the individuals who represent far more than themselves or their specific communities", concludes the artist.

The initiative holds a mirror up to our societies while questioning the audience's responsibilities to their own communities and fellow human beings. *De.Coded* is presently available as a book, with plans for a large scale exhibition, and a podcast to follow.

At the date of publication Lyon and his team have produced exhibitions, immersive architectural projections, podcasts and books on Brazil, Germany and Detroit, and a new Atlas of Los Angeles is in production in collaboration with the Getty Conservation Institute.

On a personal level, Lyon also adds, "it feels incredibly humbling to be given this opportunity to tell the stories of these exceptional individuals... it's a genuine honor to be trusted to tell a deeper narrative about a place that has truly changed our understanding of what it means to be human...".

### Biography | Marcus Lyon

In a career spanning 3 decades Lyon has collaborated and been commissioned by many of the globe's most significant institutions and corporations: from the Smithsonian to NGOs working in urban slums, to Royal families and international media organisations. Throughout he has remained focused on excellence and his ability to bring people together to tell deeper stories about who we are and how we can build a more equitable future.

He founded the Glassworks in 1991, an award-winning multidisciplinary art studio in central London that doubles as an exhibition venue and production space for commissioned and original art. As a commissioned portrait artist, Lyon has had the privilege to photograph a diverse range of public figures from Queen Elizabeth II to international celebrities and four British Prime Ministers. Lyon's works and publications have been exhibited and are held in both private and international collections across Europe, North America, and Asia.

Marcus created the Human Atlas concept in 2014 and in partnership with a group of talented collaborators, has built significant projects on Brazil (2016), Germany (2018), Detroit (2020), and Silicon Valley (2023). The award-winning series has been exhibited globally.

### Funding & Support

*De.Coded* was made possible by the dedication of West Coast curator Cathy Kimball, with funding from the David & Lucile Packard Foundation and nomination & fiscal support provided by the American Leadership Forum (ALF) and guidance from the School of Arts and Culture (SOAC) in East San Jose.

Design created by Jim Sutherland from Sutherland & Studios. DNA mapping analysed by FamilyTreeDNA. App by Tenacity Works. Sound by ReThink Audio.

### Contact information | Links

Download the De.Coded app:

Apple Store - <https://apps.apple.com/us/app/de-coded-a-human-atlas/id6464481148>

Google Play - <https://play.google.com/store/apps/details?id=com.emotionstudios.decoded>

[lyon@marcuslyon.com](mailto:lyon@marcuslyon.com)

[marcuslyon.com](http://marcuslyon.com)

[ahumanatlas.com](http://ahumanatlas.com)

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TED Talk - [https://youtu.be/-tJKGZ\\_xSZ0](https://youtu.be/-tJKGZ_xSZ0)