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FOR IMMEDIATE RELEASE

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Hearst Lecture Series Brings World-Renowned Designers to Cal Poly Oct. 19

SAN LUIS OBISPO – The Cal Poly College of Architecture and Environmental Design’s Hearst Lecture Series continues this fall with “PAN PACIFICA: Blurring the Borders between the U.S., Mexico and Australia.” The weekly talks on campus will highlight the work of designers and architects from all over the world.

The fall series begins this Thursday, Oct. 19, at 4 p.m. in Berg Gallery in the Architecture Building with speaker Fernando Romero, an architect, writer and theorist from Mexico City. Romero’s lecture, “Translations,” will feature the work of his studio, LAR, and his research on the future of the U.S.- Mexico border.

The series resumes on Friday, Oct. 20 at 4 p.m. in the Rotunda of the Business Building with Manuel DeLanda’s presentation, “Deleuze and the Use of Genetic Algorithms in Architecture.” Delanda, a world renowned philosopher and science writer, is an adjunct associate professor at the Graduate School of Architecture, Planning and Preservation, Columbia University, New York, and the Princeton University School of Architecture.

The free public lectures are made possible through a grant from the Hearst Foundation. For more information, contact the college at 805-756-1311.

Other lectures in the fall series are:

* Monday, Oct. 30, 3 p.m. in the Berg Gallery, Robert Arens will lecture on “Atlas Shrugged: The World Trade Center Redevelopment Five Years Later.” Arens, an assistant professor in the Architecture Department at Cal Poly San Luis Obispo, worked on the World Trade Center Competition and Redevelopment Project, and has followed the project with interest ever since.

* Friday, Nov. 3, at 4 p.m. in the Rotunda, Henry Sanoff, AIA, will discuss “Democratic Design.” Sanoff, professor emeritus, College of Design, North Carolina State University, is widely published and known for his teaching and work on community design and participation.

* Friday, Nov. 17, at 4 p.m. in the Rotunda, Anthony Burke wraps up the fall session with “Media Meets Complexity,” and a digital media workshop. A San Francisco-based Australian designer, Burke teaches courses related to architecture, urban design, new media and technology as an assistant professor of design at the University of California, Berkeley.

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Editors: To arrange an interview with the lecturers, contact Ray Ladd in the College of Architecture and Environmental Design at (805) 756-7432.
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