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FOR IMMEDIATE RELEASE

Contact: Tracee de Hahn
College of Architecture and Environmental Design
805-756-7114; *tdehahn@calpoly.edu*

Cal Poly's Hearst Lecture Series to Continue Jan. 16

SAN LUIS OBISPO – Award winning architect and associate professor at Yale University School of Architecture Joel Sanders will start Cal Poly's winter Hearst Lecture Series this Friday, Jan. 16. at 4 p.m. in the Business Rotunda (Room 213). The free public talk is the first in a series of six.

Sanders will speak about the work of his New York design firm, Joel Sanders Architects. The firm has completed numerous residential, commercial and interior design projects known for their contemporary style and flair.

Joel Sanders Architects has been featured in international exhibitions, including "Glamour" at the San Francisco Museum of Modern Art, "New Hotels for Global Nomads" at the Cooper-Hewitt National Design Museum, and "Unprivate House" at New York's Museum of Modern Art. Projects designed by the practice are included in the permanent collections of the Museum of Modern Art in New York City, SF MoMA, and the Carnegie Museum in Pittsburgh and have been showcased in such publications as Architecture, Interior Design, Architectural Record, The New York Times, Wallpaper and A+U. (For more information go online to *http://www.joelsandersarchitect.com*)

"Research Practice" is the title of Cal Poly's College of Architecture and Environmental winter Hearst Lecture Series. The speakers will discuss the value of architectural research in the fields of both design and construction. "From the development of innovative books and articles on international postmodern culture, city planning in Brazil, and new trends in design fashion to the integrated study of technology and sustainable materials relevant to new California building practices, great architecture is always informed by great research," said Stephen Phillips, series director and assistant professor of design. Additional presentations in the winter line up will be:

Monday, Feb. 2, 4 p.m., Architecture Building Berg Gallery (Room 105): Steve Plath, President of Plath & Co. The general contractor will speak on his work and career as a successful San Francisco Bay Area contractor dedicated to the art of high-end residential and commercial construction. Plath's work has been featured in Gentry, Options for Fine Home Building, Diablo, Design/Build Construction, House and Garden TV, Daily Pacific Builder, Sunset, Metropolitan Home, This Old House Books, Kitchen and Bath, Architectural Digest, Forbes, the San Francisco Chronicle, the Oakland Tribune, and San Francisco Business Times. *http://www.plathco.com*

Friday, Feb. 6, 4 p.m., Business Rotunda (Room 213): William Leddy will lecture on his work as founding principal of Leddy Maytum Stacy. His award-winning projects have been featured in Metropolitan Home and Architectural Record, as well as numerous national and international publications. Combining a deep concern for client needs, meticulous aesthetics, and appropriate technology, the firm has also been a pioneering force for sustainable design. Three of its buildings have been recognized by the AIA as Top Ten Green Buildings in the United States. *www.lmsarch.com*.

Friday, Feb. 20, 4 p.m., Business Rotunda (Room 213): Laura Hartman will lecture on her work and practice at

Fernau + Hartman Architects in the Bay Area. Using an improvisational design method borrowing from quirky forms of vernacular street architecture and varied modernist icons, the firm's idiosyncratic buildings are uniquely suited to the particular circumstances of site, client and program. Fernau + Hartman participated in the "Emerging Voices" program at the Architecture League in New York and have since been profiled in numerous publications including GA Houses: 64. *http://www.fernauhartman.com*

Friday, Feb. 27, 4 p.m., Business Rotunda (Room 213): Reinhold Martin will lecture on postmodernism, iconography and contemporary culture. Martin is associate professor of architecture in the Graduate School of Architecture, Planning, and Preservation at Columbia University, where he directs the Ph.D. program in architecture, and the Temple Hoyne Buell Center for the Study of American Architecture. He is a founding co-editor of the journal Grey Room, a partner in the research practice Martin/Baxi Architects, and has published widely on the history and theory of modern and contemporary architecture. He authored "The Organizational Complex: Architecture, Media, and Corporate Space," and co-authored "Architectural Itineraries."

Friday, March 6, 4 p.m., Business Rotunda (Room 213): Cal Poly Department of City and Regional Planning Chair William Siembieda and Professor Vincente del Rio will lecture on their new book, "Contemporary Urbanism in Brazil: Beyond Brasilia."

The free public lectures are made possible through a grant from the Hearst Foundation. For more information, contact Cal Poly's College of Architecture and Environmental design at 805-756-1311. For more information about the series, contact Stephen Phillips at *sjphilli@calpoly.edu* or 756-5990.

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Cal Poly Public Affairs
California Polytechnic State University
San Luis Obispo, CA 93407
805.756.7266
polynews@calpoly.edu