Head of MIT Media Lab to Speak on ‘Ethics of Interconnectivity’ at Cal Poly May 27

SAN LUIS OBISPO -- Bill Mitchell, the new head of the Media Lab at the Massachusetts Institute of Technology (MIT), will speak and lead a public forum on “The Ethics of Interconnectivity” from 7 to 9 p.m. in Philips Hall in the Performing Arts Center at Cal Poly.

The MIT Media Lab is a renowned incubator for student-faculty entrepreneurs who have founded successful digital and Web-based enterprises worldwide, according to Robert Webber, a member of Cal Poly’s English faculty and director of the university’s Consortium for Arts and Media.

Mitchell’s new book, “ME++,” provides the foundation for his talk at Cal Poly. According to the author, “The book explores the emerging relationship of the electronically extended self to the networked city -- providing a pioneering critical examination of ubiquitous wireless connectivity, wearable and implanted devices, the neo-nomadic use of space, and conditions of conflict, surveillance, and control in post-9/11 urban settings. It discusses in detail the architectural and urban implications of emerging wireless technologies, dematerialized information, miniaturized electronics, inexpensive sensors, location-aware and context-aware computing, and embedded, networked intelligence. The book also challenges traditional approaches to zoning, programming and constructing our built environment, and argues that cities of the 21st century must be grounded in new principles of ethical connectivity.”

KSBY-TV anchor Shari Small will moderate a faculty-student panel debate on Mitchell’s presentation. The event is free and open to the public. Refreshments will be served and a free raffle will be held of Mitchell's books published by the MIT Press: “Me++,” “e-topia,” and “City of Bits.”

Mitchell is former dean of the School of Architecture and Planning at MIT. He is a professor of architecture and media arts and sciences and
heads the Media Arts and Sciences Program, which houses the Media Laboratory. He also holds a joint faculty appointment in comparative media studies, serves as architectural advisor to the president of MIT, and is a trustee of Wellesley College.

He previously held faculty positions at Harvard, Cambridge and UCLA, where he was head of the Architecture/Urban Design Program. He has served as the Thomas Jefferson Professor of Architecture at the University of Virginia. He writes a monthly column for the Royal Institute of British Architects Journal.

Mitchell’s presentation is sponsored by MIT, Cal Poly's Consortium for Arts & Media, and the College of Liberal Arts. For more information, contact Webber at 756-1436.

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(NOTE TO EDITORS: For a photograph of Bill Mitchell please contact Jo Ann Lloyd at (805) 756-1511 or jlloyd@calpoly.edu.)