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California Polytechnic State University

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FOR IMMEDIATE RELEASE

Contact: Ray Ladd

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rladd@calpoly.edu**Spring Hearst Lecture Series Continues April 22 at Cal Poly**

SAN LUIS OBISPO--The Spring 2005 Hearst Lecture Series, "Compressed Energy," continues Friday, April 22, at Cal Poly with a lecture by architect Jennifer Siegal, author of "Mobile: The Art of Portable Architecture."

Siegal's lecture will take place at 4 p.m. in the Rotunda of the Business Building. She will discuss compact living, sustainable design and innovative mobile architecture that is light, practical and beautiful.

Alois Ruf, Jr., a master Porsche innovator from Germany, will bring two examples of Porsche automobiles to the Hearst Lecture scheduled for 4 p.m. Friday, May 6. The Porsches will be on display near the Berg Gallery, Architecture and Environmental Design Building. The lecture will take place in the nearby Rotunda. Ruf will share his perspective on design, innovation and creativity. His visit to campus from Germany is sponsored by alumnus Mark Haselton of Continental Concrete Structures Inc. For more information, go to <http://www.rufautocentre.com/index.asp>).

Teddy Cruz and Rene Peralta, architects from San Diego, will be the Hearst lecturers on Wednesday, May 11, 4 p.m., in the Rotunda. Peralta teaches at UCLA; Cruz teaches at Woodbury College. This discussion is co-sponsored by Alpha Rho Chi, the professional architecture fraternity on campus

At a time and date to be announced, Billie Tsien, co-owner of Tsien + Williams in New York, will also be a Hearst lecturer.

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Editors: For more information or to arrange for an interview with the lecturers, contact Ray Ladd in the College of Architecture and Environmental Design at (805) 756-7432.

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