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California Polytechnic State University

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FOR IMMEDIATE RELEASE

### **Spring Hearst Lecture Series To Feature Aspects of Creativity, Innovation**

SAN LUIS OBISPO -- The spring Hearst Lecture Series of Cal Poly's College of Architecture and Environmental Design, beginning this week, aims to live up to its title, "Thin Ice," with talks that examine some of the creative edges of the design professions.

The public is invited to the free lectures, usually held Friday afternoons.

The Hearst Lecture Series will start Friday (April 4), with a presentation by architect and Cal Poly architecture professor Bilgi Denel at 3:10 p.m. in the Rotunda (Room 213) of Cal Poly's Business Building. In a talk titled "Sharing," Denel will summarize the lessons of 25 years in teaching and practice.

In an April 11 talk called "The Spaces Between," design theoretician Beth Diamond will discuss her view of landscape architecture as an art form and a visionary medium for social change and evolution. Diamond's research interests revolve around "creating a new framework for landscape design theory which sees the past, the present and the future as a continuous interplay of forces driven by social and cultural needs, values, fantasies and fears." She has taught landscape architecture at the University of Kentucky and the University of Oregon, where she earned her bachelor's and master's degrees in landscape architecture.

In an April 25 talk titled "Maverick by Design," as part of Cal Poly's Open House, Steve Badanes, founder of the Jersey Devil architectural firm will focus on the energy-efficient and innovative designs for

which his company is known. Badanes attended Wesleyan University and earned his master's degree in architecture from Princeton University. His designs have included private homes and artists' studios.

On May 2, the series will present a talk by University of Washington professor Michael Pyatok, a leading designer of low-income housing. Pyatok specializes in the design of community facilities and multi-family housing, including low-density suburban and high-density inner-city mixed-use developments. Pyatok's Oakland-based firm, Pyatok Associates, has won 10 of 11 design competitions it has entered since 1977, for such projects as West Hollywood's new Civic Center, and high-density housing in New York City, Seattle and San Diego.

Lectures on other design-related topics might be added during the spring.

The Hearst Lecture Series brings internationally respected design professionals to Cal Poly to speak, visit classrooms and critique student design projects. The series is supported by a grant from the Hearst Foundation. For more information, call the College of Architecture and Environmental Design at (805) 756-1311.

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