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California Polytechnic State University

Jan. 17, 2003

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FOR IMMEDIATE RELEASE

Cal Poly College of Architecture and Environmental Design To Present Winter Hearst Lecture Series Beginning Jan. 24

SAN LUIS OBISPO - Israel, Southern architect Samuel Mockbee, landscape architecture, San Francisco's "Little School" and the Airstream trailer are among the topics scheduled for Cal Poly's 2003 Hearst Lecture Series, which begins Jan. 24 and runs through winter quarter.

The theme for the 2003 Hearst Lecture Series is "Several Afternoons in Winter." The public is invited to the free lectures, presented by the university's College of Architecture and Environmental Design (CAED). Most will be held Fridays at 3:10 p.m. in the Rotunda (Room 213) of Cal Poly's Business Building.

"I can't think of a more pleasant way to spend several afternoons this winter than at any one of the discussions scheduled for this year's Hearst Lecture Series," said Architecture Professor Laura Joines-Novotny. "A variety of topics will be highlighted, including architecture, filmmaking, landscaping, art, photography and product design. There's something for everyone."

Cal Poly alumnus Mark Horton of Mark Horton Architects will present the first Hearst lecture Jan. 24 at 3:10 p.m. in the Business Rotunda. Horton is known for many projects, including "The Little School" in San Francisco. Co-worker and Cal Poly alumnus Maura Fernandez will join Horton in the lecture. An exhibition of their work will be displayed in the Architecture Department Jan. 24-Feb. 24.

The Hearst Lecture Series will continue Monday, Feb. 3 at 7:10 p.m. in the Business Rotunda with a presentation by filmmaker Chuck Shultz titled "Film: The Rural Studio." The film spotlights the work of

Samuel Mockbee and his design-build work in the rural South.

On Feb. 7 at 3:10 p.m. in the Business Rotunda, design-build architect and artist Bill Tonnesen will present "Combining Careers in Art and Architecture." The talk will emphasize how to "fast track" a move from architecture to art.

On Feb. 14 at 3:10 p.m. in the Business Rotunda, photographer Gary Dwyer, a landscape architecture professor at Cal Poly, will present "Mixed Messages - Pictures of the Gone World."

On Feb. 28 at 3:10 p.m. in the Business Rotunda, landscape architect Kenneth Helphand presents "The Making of Modern Israel." Helphand is a noted scholar, landscape historian and editor of The Landscape Journal. He has published a book about landscape architecture in Israel and is currently working on another book dealing with "Defiant Gardens."

On March 7 at 3:10 p.m. in the Business Rotunda, San Francisco architect Chris Deam will speak. Deam most recently designed the interiors of the new Airstream trailer, the CCD. His wife, Laura Hedberg Deam, started the magazine DWELL.

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 Cal Poly's College of Architecture and Environmental Design at (805) 756-1321.

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(Note to Editors: Guest speakers are available by advance request for comment immediately following each lecture. To schedule interviews, call Ray Ladd at 756-7432)

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