



## News & Events

University News & Information

California Polytechnic State University, San Luis Obispo, California

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## Cal Poly's Hearst Lecture Series Kicks Off Today

SAN LUIS OBISPO – “Integrated Design Practice” is the title of Cal Poly’s College of Architecture and Environmental 2010 Hearst Lecture Series. The speakers will focus on the integration between the digital and the physical.

Award winning architect Benjamin Ball will start Cal Poly’s winter Hearst Lecture Series today at 4 p.m. in the Berg Gallery, Room 213. The free public talk is the first in a series of five.

Ball will speak about the work of his Los Angeles design firm, Ball-Nogues Studio. The firm is an integrated design and fabrication practice that creates experimental built environments.

Ball-Nogues Studio was awarded the Best of Category distinction for Environments for their installation Maximilian’s Schell by ID Magazine. They are the recipient of two Los Angeles AIA Design Awards and Interior Design Magazines Best of Year Award for their installation Rip Curl Canyon. In 2007 their installation Liquid Sky was the winner of the Museum of Modern Art / P.S.1’s Young Architect’s Program competition. Ball-Nogues also became one three design teams who were awarded a United States Artists Target Fellowship.

Additional presentations in the winter line up include:

**Friday, Jan. 29:** A talk by Michael Hughes, design firm owner and associate professor of architecture at the University of Arkansas. Hughes’ Joy House Project, conducted with 12 graduate students from CU-Denver, won the Colorado AIA Young Architects Design Award in 2004 and the ACSA Collaborative Practice Award in 2006. He teaches second-year studio and has initiated a new design-build project, an outdoor classroom for a local elementary school. For more information, visit [www.mlhughes.com](http://www.mlhughes.com).

**Friday, Feb. 5:** Ann Forsyth will lecture on her work, focusing on the social aspects of physical planning and urban development. She is the author of three books and is a Professor at Cornell in the College of Architecture. For more information, visit [www.annforsyth.net](http://www.annforsyth.net).

**Friday, Feb. 12:** Pierluigi Serraino is an Italian architect practicing in the Bay Area. His articles and projects have appeared in numerous publications. Among his titles are “Modernism Rediscovered,” “NorCalMod: Icons on Northern California Modernism” and “History of Form\*Z.” Forthcoming books are a monograph of mid-century architect Gordon Drake and a study of Digital Design through the work of design architect John Marx of San Francisco.

**Friday, Feb. 26:** Scott Marble is founding partner of Marble Fairbanks and a faculty member at the Columbia University Graduate School of Architecture, Planning and Preservation. His early engagement with digital technologies at Columbia University, teaching one of the first “paperless” design studios, has allowed Marble Fairbanks to pioneer innovative uses of digital fabrication and unique assemblies in their design work. For more information go online to [www.marblefairbanks.com](http://www.marblefairbanks.com).

All presentations begin at 4 p.m. in the Business Rotunda, Room 213.

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 Mark Cabrinha at [mcabrinh@calpoly.edu](mailto:mcabrinh@calpoly.edu) or 805-756-2855.

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