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FOR IMMEDIATE RELEASE

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Cal Poly Science Café Presents 'Urban Prototyping! From Pilots to Projects' on Oct. 24

SAN LUIS OBISPO — Cal Poly's Kennedy Library will host a conversation with Grey Area Foundation for the Arts (GAFFTA) founder and executive director Jossette Melchor and artist George Zisiadis from 11 a.m. to 12:30 p.m. Thursday, Oct. 24.

"Urban Prototyping! From Pilots to Projects," is a part of the Cal Poly Science Café series and is free to the public. It will be held in the second floor café area at Kennedy Library as part of the library's Open Week 2013, a series of talks and events related to open access.

Melchor will discuss GAFFTA's urban prototyping model: prototyping quickly and scaling what works to make cities better. Melchor will discuss how this model leads to pilots and products, as well as how it relates to open access.

Zisiadis will discuss "Pulse of the City," an interactive art installation he collaboratively designed with an interdisciplinary team that is also a case study for urban prototyping. The installation features brightly colored hearts with handles installed on city sidewalks. When passersby grab onto the handles, the heart plays a unique song based on the users' heartbeats.

Melchor is a social entrepreneur who founded GAFFTA to create a "diverse community of coders, artists, entrepreneurs, innovators, and civic leaders that believe in the potential for creatively applied digital art and technology to transform society."

Zisiadis is a San Francisco-based artist with a bachelor's degree in sociology from Harvard. His "Pulse of the City" installation was recently installed in five areas in Boston.

For more information about this event, go to bit.ly/cpsc_urban.

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