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FOR IMMEDIATE RELEASE

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## *SLO International Film Festival Documentary to be Screened March 7 at Cal Poly*

SAN LUIS OBISPO — As part of the 20th annual San Luis Obispo International Film Festival, Cal Poly will host a reception, screening and discussion of the documentary “If You Build It” from 6 to 10 p.m. Friday, March 7, on the Cal Poly campus in the Business Building (No. 3), Room 213.

A reception begins at 6 p.m., and the documentary will be shown at 6:30 p.m. The evening concludes with a discussion on the practice of responsible design, featuring representatives from Journeyman International and ConsciousBuild, organizations focused on environmentally and socially conscious design build projects.

“If You Build It” provides a window into the intersection of public education and socially responsible design. The 2013 film follows designer-activists Emily Pilloton and Matthew Miller as they lead high school students in Bertie County, N.C., through a yearlong set of design and build projects that illustrate the power of re-thinking public education, the role of design, and the importance of community.

The event is free to members of the Cal Poly community with Cal Poly identification. Online registration is required by Monday, March 3, at [www.eventbrite.com/e/if-you-build-it-slo-iff-cal-poly-tickets-10596375043](http://www.eventbrite.com/e/if-you-build-it-slo-iff-cal-poly-tickets-10596375043). General admission tickets are available for \$10 at the door or online at [slofilmfest.org/tickets-passes/](http://slofilmfest.org/tickets-passes/). Movie Mogul passes purchased through the San Luis Obispo International Film Festival will be honored.

The event is sponsored by the Cal Poly Center for Expressive Technologies, the California State University Entertainment Industry Initiative, ConsciousBuild, and Journeyman International.

### Links

- SLO International Film Festival: [slofilmfest.org](http://slofilmfest.org)
- ConsciousBuild: [www.consciousbuild.com](http://www.consciousbuild.com)
- Journeyman International: [www.journeymaninternational.org](http://www.journeymaninternational.org)

### About the Cal Poly Center for Expressive Technologies

The Center for Expressive Technologies (CET) is an interdisciplinary group of faculty and students who are interested in the intersection of the technical, the creative, and the human with a focus on creative expression, technical innovation and community engagement. They excel in small, hands-on, hyper-practical solutions that focus on developing Cal Poly students' problem-solving and collaboration skills, training and proficiency with next-generation technology, and communicative and expressive abilities by developing projects in interactive theater, immersive environments, gaming, film-making and community engagement.

### About ConsciousBuild

ConsciousBuild Inc. is a company dedicated to environmentally, economically and socially responsible design and construction services for residential, commercial and institutional projects. Their clients include government organizations, nonprofits, private investors and homeowners.

#### **About Journeyman International**

By partnering student designers with local and global humanitarian organizations, Journeyman International provides sustainable design and construction methods to communities that need it most, while providing real-world educational opportunities to students.

#### **About the San Luis Obispo International Film Festival**

Scheduled for March 5-9 this year, the San Luis Obispo International Film Festival showcases contemporary and classic films in distinctive venues throughout the county.

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