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FOR IMMEDIATE RELEASE
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Cal Poly Science Café to Present Binary Dance on May 10

SAN LUIS OBISPO — Cal Poly's Kennedy Library will host "Binary Dance," an interactive gaming experience on stage at Mission Plaza during the second annual San Luis Obispo Mini Maker Faire from 11 a.m. to 3 p.m. May 10.

The gaming experience is designed by Pete Hawkes, a Los Angeles-based interactive designer. Hawkes will lead participants in a dance to toggle a symbolic bit value in a simple binary sequence: 1, 2, 4, 8 and 16. The dance shows how computers store complex data with simple ones and zeroes.

Hawkes has designed interactive experiences for Nokia, Ogilvy Interactive, KFC, Liz Claiborne, Boeing, and the SyFy Channel. His work has been presented at the AGIdeas Design Conference in Melbourne, Australia, and FILE in Sao Paulo, Brazil.

He teaches part time at UCLA Extension and works at Oblong Industries in Los Angeles. He holds a Master of Fine Arts degree in design media arts from UCLA and a Bachelor of Fine Arts degree in graphic design from Brigham Young University.

Hawkes' participation is part of a special presentation by the Cal Poly Science Café, the Kennedy Library's flagship public program. The San Luis Obispo Mini Maker Faire is free and open to the public.

For more information, go to: <http://bit.ly/hawkes-cpsc>.

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