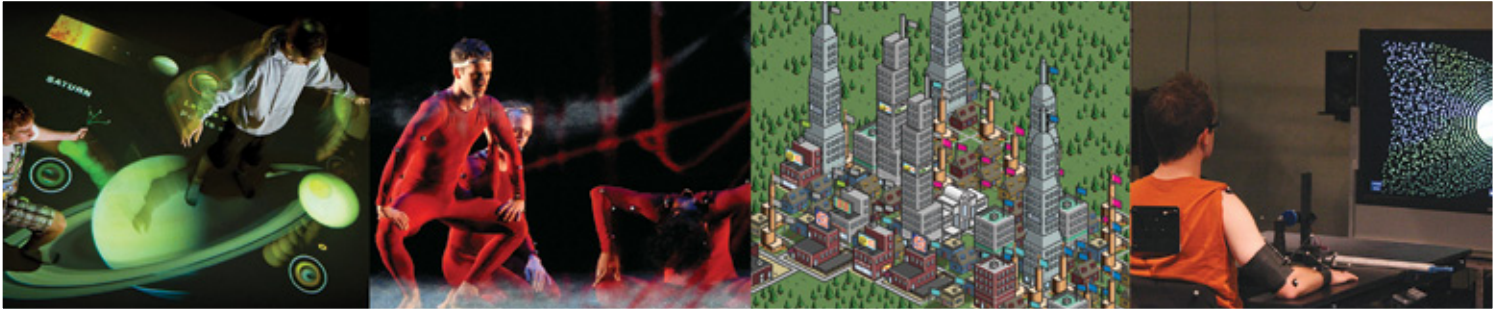


# digital culture

open house



## schedule of events

All events take place in the Digital Culture Hyper-Collaborative Environment, located in the Stauffer Hall B-wing off Forest Mall on the ASU Tempe campus.

Digital Culture is an interdisciplinary initiative to educate 21st century digital media leaders and entrepreneurs. Students learn to collaboratively develop hybrid (physical-digital) systems that advance the way we live, learn, create and communicate. The curriculum integrates arts, design, humanities, science and engineering components to foster creation of human-centric cultural technologies. A list of common proficiencies connects 50 courses offered by 12 academic units. Students develop their own course paths that allow them to gain the skills of their interest. Students complete coursework and projects in the Hyper-Collaborative Environment. This dynamic facility replaces the proprietary studio-training paradigm with learning through diverse collaborative networks of people who leverage digital systems.

- |                |  |
|----------------|--|
| Noon–1:30 p.m. | Open house featuring interactive installations and exhibits by guest artists, ASU faculty, and students  |
| 1:30–2:15 p.m. | Introductory remarks by ASU President Michael Crow, ASU Executive Vice President and Provost Elizabeth Capaldi, and Dean and Director of the Herberger Institute for Design and the Arts, Kwang-Wu Kim |
| 2:15–3 p.m.    | Keynote address by Scott Snibbe  |
| 3–3:15 p.m.    | Q&A with Scott Snibbe  |
| 3:15–3:40 p.m. | Break and interactive installations  |
| 3:40–4 p.m.    | echo::system interactive performance   |
| 4–4:45 p.m.    | Keynote address by Ramesh Jain   |
| 4:45–5 p.m.    | Q&A with Ramesh Jain   |
| 5–6 p.m.       | ASU Laptop Orchestra (LorkAS) performance  |
| 5–6 p.m.       | Open house with interactive installations and informal discussions   |

For more information about the individual guest speakers and installations, visit: [digitalculture.asu.edu/openhouse](http://digitalculture.asu.edu/openhouse).

**ASU** Herberger Institute  
FOR DESIGN AND THE ARTS  
ARIZONA STATE UNIVERSITY

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## keynote speakers

### Scott Snibbe

Scott Snibbe is a media artist, filmmaker, and researcher in social interactivity. Whether on mobile devices or in large public spaces, his interactive art spurs people to participate socially, emotionally, and physically. His works are strongly influenced by cinema: particularly animation, silent, and surrealist film; and sometimes mix actors' filmed performances with real-time audience interaction. His artwork is in the permanent collections of the Whitney Museum of American Art (New York) and The Museum of Modern Art (New York). His work has been shown in over one hundred solo and group exhibitions since 1989 including the Institute of Contemporary Arts (London), The Berkeley Art Museum (California), InterCommunications Center (Tokyo); and Ars Electronica (Austria). He has received grants and awards from the National Science Foundation, Renew Media, the Rockefeller Foundation, the Ford Foundation, Prix Ars Electronica, and the National Endowment for the Arts. He is the founder of two organizations: Snibbe Interactive, Inc., which distributes social interactive media; and Sona Research, which engages in educational and cultural research. He holds Bachelor's degrees in Computer Science and Fine Art, and a Master's in Computer Science from Brown University. He has taught media art and experimental film at Brown University, The San Francisco Art Institute, the California Institute of the Arts, The Rhode Island School of Design, and U.C. Berkeley. He has worked at Adobe Systems where he made substantial contributions to the special effects software Adobe After Effects. He has published numerous articles and academic papers, and is an inventor on over a dozen patents.

### Ramesh Jain

Ramesh Jain is an entrepreneur, researcher, and educator. He is a Donald Bren Professor in Information & Computer Sciences at University of California, Irvine where he is doing research in Event Web and experiential computing. Earlier he served on the faculty of Georgia Tech, University of California at San Diego and the University of Michigan, Ann Arbor. He is a Fellow of ACM, IEEE, AAAI, IAPR, and SPIE. He is the recipient of several awards including the ACM SIGMM Technical Achievement Award 2010. Ramesh co-founded several companies, managed them in initial stages, and then turned them over to professional management. These companies were: PRAJA, for event-based business activity monitoring (acquired by Tibco); Virage, for media management solutions and visual information management (a NASDAQ company acquired by Autonomy); ImageWare, for surface modeling, reverse engineering rapid prototyping, and inspection (acquired by SDRC); Lambent (acquired by GlobalLogic); and Seraja. Currently he is involved in two new start-ups as cofounder and advisor: mChron and Stikco Studio. He has also been advisor to several other companies including some of the largest companies in media and search space.