



For Immediate Release

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[DNA of Creativity](#) Exhibition Opens on April 12 at [Oceanside Museum of Art](#) [DNA of Creativity Catalog](#)

San Diego, Calif. – April 2, 2014 – The three-year DNA of Creativity project of the San Diego Visual Arts Network (SDVAN) bringing together 40 collaborating artists, scientists and educators will culminate at the Oceanside Museum of Art (OMA) on Saturday, April 12, with the opening of its exhibition that will run through August 3.

On Saturday, April 12 from 6:00-8:00 p.m., the Mega Exhibition Reception will celebrate DNA of Creativity as one of five concurrent art and science exhibitions at OMA. The reception will be held at the Groves Gallery and Auditorium at 704 Pier View Way, Oceanside CA 92054. It is free for OMA members, \$10 for nonmembers and no reservations are necessary. For more information call 760-435-3721 or visit oma-online.org.

The [DNA of Creativity](#) exhibition features work by the following: Michelle Kurtis Cole, Kira Carrillo Corser, Debb Solan, Marjorie Pezzoli, Lauren Carrera, Kaz Maslanka, Vicki Leon, Jason Rogalski, Jean Tsau, Dr. David Lipson, Jeremy Gercke and Jonathan Austin. The microtonal music is created by Jonathan Glasier, Joe Monzo and Arthur Frick and AntiQuark, and poetry is written and presented by Ted Washington with Jeffery Haynes, Brianna DelGuidice.

“In many cultures that we admire, art and culture are woven into the everyday fabric of life,” said Patricia Frischer, creator of DNA of Creativity and coordinator for the San Diego Visual Arts Network. “This manages to happen without the art losing its status, power or affect. We are grateful to the Oceanside Museum of Art for acknowledging this merging of art and science on a scale equal to the efforts of our DNA of Creativity team members.”

“The power of collaboration to affect real change in our lives is undeniable, and a key strategy for OMA’s growth and future,” noted Daniel Foster, executive director at OMA. “21st century communities and organizations will prosper when they are able to get out of their ‘silos’ and build strong bridges between diverse ideas, perspectives and approaches. Collaborative projects like DNA of Creativity are yielding very exciting and unexpected results.”

DNA of CREATIVITY

Sea Changes: ACT • Urban Succession
PAMM • SD View Art Now

You are invited
DNA of Creativity at the [Oceanside Museum of Art](#)
Saturday, April 12, 6-8 pm
Sponsored and Produced by
[San Diego Visual Arts Network](#)
The Groves Gallery and Auditorium,
704 Pier View Way Oceanside, 92054
More info: info@sdvisualarts.net 760.943.0148

For more information: www.DNAofCreativity.org

[San Diego Visual Arts Network](#) (Public Charity 501 (c) 3 EIN #205910283)

2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 www.SDVAN.net 760.943.0148 info@sdvisualarts.net



This exhibition has more audiovisual equipment in it than any the OMA has ever attempted. There will be two projectors, three video monitors, three DVD players, six headphones, three computers, two wall scones, a light box, one webcam and a tablet that all have to be functioning correctly. This is in addition to some very intense and technically challenging installations of the art. “Everyone is quite nervous but also very excited and confident,” noted Frischer.

As part of the exhibition, the following events are planned through Aug. 3:

- Sat, April 26 at 7 pm - [DNA of Creativity at RED](#) is a free introduction in a PechaKucha-style to all four projects at the [San Diego REPeritory Theatre](#) at the Lyceum 79 Horton Plaza, SD, 92101. Delve more deeply into the motivations of Rothko by exploring what happens when the Rorschach inkblot test meets giant Zen brush painting techniques of [Rosemary KimBal](#). Stay for the evening performance and SDVAN (the non profit producer of DNA of Creativity) will receive a \$10 donation for each standard or premium seat sold. Please enter this code: SDVAN which can be used online, over the phone 619.231.4304 and at the box office
- Sunday, April 27 from 12-5 p.m. – Sea Changes: ACT will run an interactive art project during the Free Family Art Day, Oceanside Days of Art and North County Earth Festival. It will include making fish masks, recording fish tales and re-purposing t-shirts into recycled shopping bags. For more information on Oceanside Days of Art visit <http://www.ocaf.info/oceanside-days-of-art/>, and for more on the Earth Festival visit <https://www.ci.oceanside.ca.us/gov/water/recycling/green/default.asp>.
- Tuesday, June 17 from 7-8:30 p.m. – Art and Science Evening featuring DNA of Creativity team members in a PechaKucha-style lecture. It will begin and end with a PAMM microtonal music and poetry performance and Photoscopia demonstration.
- Sunday, Aug. 3 from 1-4 p.m. – Urban Succession Family Art Day including free art and science-themed workshops including learning to use a light microscope, basics about arachnids and how to weave your own web.

About DNA of Creativity

DNA of Creativity is a community collaboration project bringing together artists, scientists and educators to explore the power of fusing art and science. The project, led by the San Diego Visual Arts Network, received grants totaling \$30,000 to fund each team to explore their concept, showcase the creative process and create related lesson plans for future education. For more information, please visit www.dnaofcreativity.org.

[Sea Changes: Act](#) will feature coral and wave-like glass art pieces along with a large underwater video installation to motivate community action to protect the ocean. [Urban Succession](#) will feature sculptural homes that fit the needs of specific species in urban settings. [PAMM](#) will feature sculptures inspired by the nine muses that make up the mapping cube in the interactive tool. Visitors will be able to map aesthetic expressions and listen to microtonal music and poetry inspired by the muses. [View Art Now](#) will feature its mobile app that includes location and date-based art events searchable on the go.

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About San Diego Visual Arts Network (SDVAN)

SDVAN strives to improve the clarity, accuracy and sophistication of discourse about San Diego's artistic and cultural life. SDVAN provides a resource-rich website and facilitates countless opportunities for inspiration and collaboration on visual arts projects. This is the only site designed exclusively for Visual Arts in the San Diego region. SDVAN is a 100% volunteer non-profit organization dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. www.sdvisualarts.net

About Oceanside Museum of Art (OMA)

Oceanside Museum of Art (OMA) is a premier regional art museum in Southern California and a leader of arts and culture in North County San Diego. Opened in 1995, OMA educates and inspires through a unique range of diverse engaging exhibitions and programs that connect people with regional, national and global artists and art forms. The museum is open Tuesday-Saturday 10 am to 4 pm and Sunday 1 to 4 p.m. Free admission the first Sunday of every month, general admission is \$8, \$5 for seniors and free for students and military. For more information call (760) 435.3720 or visit www.oma-online.org. The museum is located at 704 Pier View Way in downtown Oceanside, California within walking distance from the Oceanside transit center with Amtrak, Coaster, Sprinter and Metrolink stops.

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