



## DNA of Creativity Projects Take Shape

*Community collaborations fusing the energies of art and science*

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**San Diego, Calif. – April 18, 2012** – Excitement is building for the [San Diego Visual Arts](#) collaboration, [DNA of Creativity](#), as the selection process is now underway. This community project cross-pollinates artists, scientists and educators to explore the creative process. The nine project proposals represent a broad range of topics such as painting with chemistry, urban architecture with wild animals, and an interactive mobile app with augmented reality. Other teams are tackling difficult subjects like the challenges of our changing oceans and mapping of the human experience. More details on the submissions and teams are available here: <http://dnaoftc.weebly.com/dnaers.html>.

The proposals are currently under review by a panel of professionals in the art and science fields: [Harvey Seifter](#), Director and Principal Investigator of the National Science Foundation grant for [Art of Science Learning](#), [Ron Newby](#), [Bronowski Art and Science Forum](#), and [Ruth West](#), Research Associate, UCSD Research in Computing and the Arts. Three to four projects will be selected in May to receive \$2,000 in seed funding to support development through 2013. Public presentations in all forms (art works, performance, publishable papers, photographs, lectures, workshops and video) will be scheduled throughout the second half of 2013.

"The quality of submissions we received is impressive," noted Patricia Frischer, coordinator of the San Diego Visual Arts Network. "We will be giving support to all of the project proposals that were submitted whether chosen as grant recipients or not. We hope to incorporate as many of the ideas and people as possible into the projects."

Educators on each team will develop lesson plans that will be made available to schools anywhere. The DNA of Creativity project is part of a movement building in San Diego and nationwide to incorporate arts and creativity into STEM (science, technology, engineering and math) education to create STEAM. These cross-disciplinary projects will help to increase community awareness and, most importantly, the resulting lesson plans will provide curriculum support to arm educators with the tools they need to make STEAM a reality in schools.

### 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 will fund each team to explore their concept and showcase the creative process. For more information and regular updates, please visit <http://dnaoftc.weebly.com/>.

### 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. <http://www.sdvisualarts.net>

For more information: [www.DNAofCreativity.org](http://www.DNAofCreativity.org)

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

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