



For Immediate Release

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**DNA of Creativity Mapping Aesthetics of Art and Science to Create an Interactive Tool**  
*Four project teams preparing for April 12 exhibit opening at Oceanside Museum of Art (OMA)*

**San Diego, Calif.** – March 12, 2014 – One of four DNA of Creativity project teams, PolyAesthetic Mapping: The Muses (PAMM) has spent the past three years refining a mapping system for different aesthetic expressions for art and science into a mathematical model. The resulting software application by Anand Bora is a survey tool that will allow people to visualize in 3-D how their own aesthetics compare with others, and why there is power in the interconnectivity of art and science. As a result, artists on the team became increasingly more scientific while scientists on the team embraced art. This is nowhere more clear than in the PAMM project.

“It was as if all I had done was throw a bucket of paint into the air and the muses just appeared,” said Kaz Maslanka, team leader and system creator for PAMM. Through hours of teamwork, Kaz discovered the muses, which made his abstract process exploring a complex concept more accessible.

PAMM team member and San Diego glass and light artist, Vicki Leon, has embraced the muses which came out of the polyaesthetic system. She says, “Their influence has expanded my areas of focus and allowed me to call upon their creative inspiration to explore new territory.” The Photoscopia kaleidoscope, which will be on display at the OMA exhibit, is an interactive experience where viewers will create patterns revealing their own preferences for the muses.

The DNA of Creativity exhibit opening reception at OMA will take place Saturday, April 12 from 6-8pm at the Groves Gallery and Auditorium. The reception will celebrate the opening of five concurrent exhibitions including DNA of Creativity. The four teams exhibiting include:

- **Sea Changes: ACT:** Coral and wave-like glass art pieces along with a large underwater video installation to motivate community action to protect the ocean.
- **Urban Succession:** Sculptural homes that fit the needs of specific species in urban settings.
- **View Art Now:** A mobile app to include location and date-based art events searchable on the go on display in the gallery.
- **PAMM:** 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.

The exhibit will be open through Sunday, Aug. 3 and will include the following workshops:

- **Sunday, April 27 from 1-5 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, and will include making fish masks, recording fish tales and re-purposing t-shirts into recycled shopping bags.
- **Tuesday, June 3 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.

For tickets and information on all OMA events listed above, visit [oma-online.org](http://oma-online.org) or call 760-435-3721. The opening reception on April 12 and the June 3 lecture are both free for OMA members and \$10 for nonmembers.

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

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

2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 [www.SDVAN.net](http://www.SDVAN.net) 760.943.0148 [info@sdvisualarts.net](mailto:info@sdvisualarts.net)



Patricia Frischer, coordinator of the San Diego Visual Arts Network, which organized and funded the DNA of Creativity, commented, "Working together as a team with personal passion for the subject and some financial support has advantages. These included greater production rates, opportunities to work on a larger scale, gaining new audience and learning and using new techniques. Team members were fearless once they trusted that they could make mistakes and still move forward."

#### **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](http://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 a.m. to 4 p.m. and Sunday 1 to 4 p.m. Free admission the first Sunday of every month, general admission \$8, seniors \$5, and free for students and members of the military. For more information call [\(760\) 435.3720](tel:7604353720) or visit [www.oma-online.org](http://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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Images available by request

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