

FOR IMMEDIATE RELEASE

**L.A. SHARES HOPE AND IDEAS AT PECHAKUCHA NIGHT FOR HAITI
FEB. 20TH AT THE SOUTHERN CALIFORNIA INSTITUTE FOR ARCHITECTURE (SCI-ARC)**

Event will benefit Architecture for Humanity's reconstruction efforts in Haiti

LOS ANGELES, February 9, 2010—As part of a global effort to help rebuild Haiti's communities, Angelenos will gather on February 20th at SCI-Arc for an evening of talks from some of the city's brightest civic-minded thinkers, presented in the popular PechaKucha format. The event is an opportunity for Los Angeles' creative community to turn their minds to the very real challenges in Haiti, with the context of some thought provoking presentations.

In the month since Haiti was ravaged by a powerful earthquake, the worldwide relief response has been astonishing. As the focus shifts from relief to rebuilding, PechaKucha and Architecture for Humanity are teaming up to make February 20th Global PechaKucha Night for Haiti, with events held around the world bringing people together to share ideas and raise funds for the reconstruction of communities in Haiti. In all PechaKucha hopes to raise \$1 million for Haiti through Global PechaKucha Night events on the 20th in over 200 cities worldwide.

PechaKucha (pronounced *pe-chak-cha*, Japanese for "the sound of conversation") is a grassroots organization founded in 2003 in Tokyo by architects Mark Dytham and Astrid Klein. Sometimes referred to as "TED democratized," PechaKucha events have spread to 280 cities around the world, creating forums for architects, creatives and just about anyone to present and discuss their ideas. The unique format of PechaKucha dictates that each presentation consist of 20 slides displayed for 20 seconds each, giving each speaker exactly 6 minutes and 40 seconds to present.

Confirmed speakers for the L.A. event include Richard Walden, founder and CEO of relief organization Operation USA; Chad Catacchio, Crisis Camp L.A.; Jan Chipchase, cultural anthropologist/ design researcher, Nokia; Arnold Rivera, architect/social designer, Office for Design Operations; Brick Maier, TabletopMedia; R. Scott Mitchell, architect and lecturer at USC School of Architecture; Brian LeBarton, musician, musical director for Beck; Larry Scarpa, architect, Pugh+Scarpa and the Make It Right foundation; Florencio Zavala and Simon Steinhardt, creative director and copywriter, Studio Number One; Edgar Arceneaux and Tony Valerie, Watts House Project; Joel Arquillos, executive director, 826LA; and more to be announced.

More information on the global event can be found at www.pecha-kucha.org/pechakucha-for-haiti

DETAILS

Location: SCI-Arc, Keck Lecture Hall, 960 E. 3rd St., Los Angeles (parking lot at 350 Merrick St.)

Time: Doors open at 7:30; presentations start at 8:20

Cost: FREE (\$20 suggested donation)

Donations will be accepted at the door, and can be made at: www.architectureforhumanity.org/donate

For more information, contact: simon@studioone.com

