

EX-STATIC- Excellence in Science, Technology and Team-based Interdisciplinary Creativity

When: Saturday, February 25, 2012

EX-STATIC is part of a new dynamic, an ASU-based, all-campus challenge to students, faculty, staff, and community partners alike to showcase the very best examples of innovative research and practice in scientific, technological and artistic endeavor. Hosted by ASU's highly energized New College of Interdisciplinary Arts and Sciences at the West Campus, **EX-STATIC** will be celebrated during a daylong festival of entrepreneurial enterprise on February 25th 2012. It is anticipated that teams will coalesce around projects stemming from faculty and student research, academic course curricula, professional and commercial innovation, and creative initiatives. Live demonstrations, presentations and expositions will be enhanced via digital photography, videography, streaming web material, gaming and tech-inspired and/or tech-driven performance. Major marketing efforts will include but not be limited to social media drives, television, radio and print media as well as local city and school/college driven distribution across the county. The activities on the high visibility festival day, February 25th, will be streamed live via the www. While **EX-STATIC** is primarily an initiative designed to celebrate innovative work in science, technology and twenty-first century artistic practice, it also presents an excellent opportunity for marketing and recruitment. Commercial partners will be encouraged to host presentation booths across campus to demonstrate their products and to recruit potential future employees. It is anticipated that the festival will be attended by a very large crowd (thousands) from across the various west valley communities including students (middle-school through college age) teachers, community college and university faculty and staff, as well as representatives from the west valley cities, industrial and commercial companies, and organizations such as WESTMARC and the Chambers of Commerce. Come and join us as we celebrate excellence in science, technology and the arts at ASU's West campus!

To be a part of this exciting day, please contact Herschel Fink at (602) 543-5308 or Herschel.fink@asu.edu