

FOR IMMEDIATE RELEASE

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Santa Cruz Arts & Technology Festival Announces Dates and Call for Entries *Festival Features Multimedia, Panel Discussions, Workshops, Exhibits, Music, Food and Interactive Fun*

Santa Cruz, Calif. - The second Santa Cruz Arts & Technology Festival ignites a week of activities on May 10th at the Museum of Art & History. Three evenings of socially relevant panel discussions are a prelude to the big Festival day, Saturday May 13th. Then the event will occupy the Center for Spiritual Living, 1818 Felt St, hosting an eclectic array of artists, computer wizards, musicians, inventors and educators.

Celebrating tech achievement and artistic creations, the Santa Cruz Arts & Technology Festival features innovative art, products, informational displays and demos from local and regional companies, tech startups and students. The arts and tech exhibits are on view Saturday, May 13th from 12:30 until 6:30 p.m and the featured multi-media theater performance begins at 7:00 pm.

Interested individuals, companies and organizations can still make an application to present exhibits, inventions, animations, digital games, light art pieces and performance skills. Interactive and informative content is favored and vendors are encouraged to participate. Volunteers and sponsors are welcome. More information is available on the website at www.scartfest.com.

Evening panel discussions on May 10, 11 and 12 will include "Arts, Tech and Education," "Water, Agriculture and Permaculture," and "Energy, Transportation and Climate." A major workshop "Visual Arts and Tech" is on the agenda for Saturday afternoon.

SC Arts & Technology Festival will have live music all day Saturday. The featured band is *Bicicletas por la Paz*, musical evangelists of bicycling. A high energy, bilingual "latin-circus-reggae-funk" group, the *Bicicletas* transport their audience-pedal-powered sound system on cargo bikes from Oakland.

Santa Cruz Arts & Technology Festival also offers a colorful visionary art exhibit, plus light-art installations, digital video animation, music throughout the day, plus dance and

circus arts performances.

On Saturday evening, the festival's popular highlight, a unique multi-media performance, will fill the main theater hall. This show includes a superb selection of regional talent — musicians, dancers and light-artists. It features live music and cutting-edge visuals by multiple projection artists.

The festival offers ticket options from \$10. Discounted "Early Bird" tickets are available on the website: **www.scatfest.com** through April 10th. Exhibitor, vendor, volunteer and sponsor applications can also be downloaded.

Brainchild of local multi-media artist Phoenix Dr Now, the Santa Cruz Arts Technology Festival's mission is to be a super-charged local resource for innovation, inspiration and dialog. The forward-looking, informative and joyful festival mixes unique, playful arts and media with tech tools and toys.

Santa Cruz Arts & Technology Festival strives to connect local creators, inventors and doers to exhibit, demonstrate and discuss their concepts, methods and skills. It seeks to galvanize dialog between our arts & tech innovators towards developing a healthier, more sustainable community.

Phoenix Dr Now, the festival's director, is a professional artist and musician. He produced his first multi-media performance in 1974 at the then brand new Ft. Mason Center in San Francisco. Phoenix has created digital art works since 1988, and started writing computer code in 1996. Currently he is working on an illustrated memoir covering 50 years in the arts in California.

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Santa Cruz Arts & Technology Festival

Panels: May 10 & 11 and 12 at Museum of Art & History -

Main Festival Event: May 13 12:30-10pm

Center for Spiritual Living, 1818 Felt St. in Live Oak, Santa Cruz

Arts and tech exhibits etc from 12:30 until 6:30 pm

Multi-media theater performance begins at 7:00 pm

Website: <http://www.scatfest.com>

Tickets: www.scatfest.com/tickets [\$10-35]

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