

## *Beneath-the-SEE*

### Project Oversight & Coordinator Bios

#### *Beneath-the-SEE: Concept Development & Overall Direction*

**Cynthia Pannucci's** 28-year personal artistic career directly informs her current work as one of the leaders of the international art-science-technology field. Her artwork embraced many media: printmaking, painted fabrics, silk-screened quilts, one-of-a-kind clothing, mixed-media, photography, and interactive sculpture. Highlights include: founding director of The Peru Workshop, VT [1976-1978]; a National Endowment for the Arts Fellowship [1981]; Adjunct instructor at the Fashion Institute, NYC; exhibiting at The American Craft Museum and Cooper-Hewitt museums in New York City; and commissions from The Discovery Museum, Bridgeport, CT; The Staten Island Children's Museum, the Metropolitan Transit Authority, NYC, as well as private and corporate clients. In 1988, Ms. Pannucci became the founder and director of Art & Science Collaborations, Inc. (ASCI), a nonprofit organization based in New York City. Under her leadership and artistic direction, ASCI was instrumental in reinvigorating the "art & technology" field in the United States [1990's], and coalescing the international "art-science" field through its seminal panel discussions and four international ArtSci symposia on collaboration [1998-2002]. ASCI's information tools: the 12-year old *ASCI eBULLETIN*, an extensive website [www.asci.org](http://www.asci.org), and the *ArtSci INDEX* [an online database/ research tool for finding collaborators], are utilized by both art-sci practitioners and the general public. [ASCI website averages 930 visitor sessions per day.] ASCI's project partners and funders have included: The American Museum of Natural History, New York Hall of Science, Liberty Science Center [NJ], The Whitney Museum of Art, The Cooper Union, The Graduate Center of the City University of New York, The Rockefeller Foundation, Intel, Lucent Technologies, AT&T, and many international art-science organizations. ASCI now turns its focus to asking what artists and scientists together can do for humanity, and *Beneath-the-SEE* is its first manifestation of this commitment.

[www.asci.org/news/featured/pannucci/index.html](http://www.asci.org/news/featured/pannucci/index.html)

[www.asci.org/about/history.html](http://www.asci.org/about/history.html)

#### *Grand Splash Media Event*

##### **Michelle Moskowitz/Coordinator**

Michelle Moskowitz Brown is a freelance producer, curator and manager. As program manager and producer for BRICstudio in downtown Brooklyn she presents innovative performances in theater, dance and music. She worked extensively as a production manager on the waterfront in Red Hook, Brooklyn from 1996-2003. One of the highlights of her work there was Joanna Haigood's large-scale, site-specific project "Picture Red Hook" at the Gowanus Industrial Park (Grain terminal). In Spring 2001 she curated the *Welcome Back to Brooklyn: On the Waterfront* festival, a program of BRIC/Brooklyn Information & Culture, which featured performances on two stages under the Brooklyn Bridge. In 2004 she was the production coordinator and curator for Brooklyn EUphoria, a performance event and party that celebrated the expansion of the European Union. Other previous and current clients include the River-to-River Festival in downtown Manhattan, Brooklyn Bridge Park Development Corporation, and Red Dive. From 1996-2000, she was the Managing Director for Dancing in the Streets, the only organization in the U.S. dedicated to producing site-specific performance. She has been a panelist for the NYC Department of Cultural Affairs, Danspace Project and the Brooklyn Borough President. Ms. Moskowitz Brown has a B.A. in Dance Anthropology from Antioch College and is currently pursuing her master's degree in urban planning through New York University's Wagner School of Public Service.

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## *Ocean World: Fashion Show & Benefit*

### **Sass Brown/Coordinator**

Sass Brown graduated a BA in fashion design from one of London's top fashion colleges and went on to create lines for a myriad of manufacturers in both freelance and fulltime capacities in both London and Toronto. Her eclectic background includes working as: a freelance patternmaker for some of Toronto's foremost designer labels, a design assistant on a Disney movie, a fashion illustrator for a Canadian chain store, head of design for one of Canada's largest high fashion junior retailers, and VP of Merchandising for Perry Ellis' junior girls line for several years. With her own label, Sass established herself as a serious talent, with her own signature collection selling across Canada. Now as a full time professor at the Fashion Institute of Technology in New York, Sass is the Chair of the BFA Graduate Fashion Show Committee that organizes the annual fashion show, as well as the student advisor for the department's international programs. Since entering academia, Sass has had the opportunity to develop an interest in women's cooperatives, working in Latin America's largest favela, and working with female artisans from Brazil. The area of community outreach in design and ethical design practices is now a major area of focus for her and an area she intends to continue concentrating on with a view to writing new curriculum, and the hope of making a difference in our world through fashion.

## *The Fabric of Life: A Textile Exhibition*

### **Sara Petitt/Coordinator**

Sara Petitt has vast experience in the world of textiles and was a winner of the COTTON, INC. Award for Design Excellence and received a ROSCOE Commendation for Design Excellence. She is currently the Fabric Styling Department Coordinator in the Textile/Surface Design Department at FIT (the Fashion Institute of Technology) in New York City. Sara has worked in the textile industry in various capacities: stylist, designer, supervisor of concept and product development, supervisor mill printing, created client presentations, presented lines to sales forces, worked with business managers on product placement, written promotional press releases, supervised publicity photo sessions, and traveled to Europe for trade shows. She has consulted to or been employed by some of our country's top textile manufacturers and retailers including: J.P. Stevens, Springs Industries, Bill Blass, Collier Campbell, Park-Schiffli, Croscill Industries, Sears, Fabric Country, Burlington Industries, Gear Inc., Bloomcraft, Bloomingdales, Federated, Strouds, J.C. Penney, K-Mart, Wal-Mart, Target, and Bradlees. In addition to FIT, Sara has taught textile design at: Parsons School of Design, NYC; The Philadelphia College of Textiles and Science; New Jersey City University; The School of Visual Arts, NYC; and the Universidad Iberoamericana, Puebla, Mexico. She also has been an expert witness.

## *Ocean Heroes: A Multimedia Performance*

### **Allan Buchman/Advisor [We have not selected the production manager yet.]**

Allan Buchman, Artistic Director of The Culture Project in New York City, was one of the world's leading piano restorers for many years. He cared for all the pianos at the Manhattan School of Music, where he served on their faculty as well. Buchman began his career as a theater producer nearly ten years ago with a production of Dostoyevsky's Crime and Punishment. A piano workshop on E 91<sup>st</sup> Street was converted to a performance space in 1991 and the Culture Project was born. Early collaboration with the Directors' Lab at Lincoln Center resulted in many interesting projects: *The Bitter Tears of Petra von Kant*, culminating in a Broadway run, and *Prater Violet*, which received much critical acclaim to name a few. *The Exonerated*, *Sarah Jones Bridge & Tunnel*, and *Guantanamo: Honor Bound to Defend Freedom*, have defined Buchman's aesthetics and politics and have made The Culture Project a destination not only for savvy New Yorkers but also for theatergoers from around the globe. A highlight of the season was the appearance of Archbishop Desmond Tutu in the production of *Guantanamo*. The Culture Project has become a usual suspect winning Obies, Outer Critics Circle, Lucille Lortel, and Drama Desk Awards in 2000, 2001 and 2004. Mr. Buchman received the Champion of Justice Award from The National Association of Criminal Defense Lawyers and the Scales of Justice Award from Court TV for his work on The Exonerated. The Exonerated was made into a movie by Court TV.

<http://www.cultureproject.org>

### *Hu-Manatee: An Animated Film*

#### **Jim McCampbell/Coordinator**

Jim McCampbell is the Department Head, Computer Animation, Ringling School of Art & Design, Sarasota, FL. He began his career as a graphic designer. After working for years as Senior Art Director for several advertising agencies, he started doing computer animation in 1986, working for several film and video production companies to become senior animator, Rowland Productions, Inc.; and senior art director, animator and creative director, The McAmis Agency. Clients included: TNN, A&E, HGTV, Time Warner, CBS, NBC, and ABC affiliates. Jim is the recipient of numerous Addy Awards; First Place Gold Award for Computer Animation, New York Festivals; and is on the Advisory Board of *3D Magazine*. McCampbell has been teaching at Ringling School of Art & Design in Sarasota, Florida since 1995, where he leads one of the world's top undergraduate educational programs in computer animation. Ringling's animation graduates go on to work for Disney, Pixar Studios, and Electronic Arts' game studio in Florida, among others. He also owns Peculiar Pictures, a Sarasota-based 3D animation production business. In his spare time, he enjoys sailing with his family in Sarasota Bay.

<http://www.rsad.edu/majors/ca/>

### *Reef Fountain: A Public Light Sculpture*

#### **Xenia Diente/Coordinator**

Xenia F. Diente holds a BFA from the Cooper Union for the Advancement of Science and Art. For four years she worked for Chuck Hoberman as a Product Development Associate, designing, illustrating and prototyping kinetic toys and structures with a team of mechanical engineers and artists. Recently, Ms. Diente has expanded her interests to include illustrating the morphologic properties of simple geometric forms through theatre prop design and she presented such a collaborative work with choreographer/dancer Elise Knudson at the Transportable Environments conference held in Toronto in 2004. Presently, Xenia works as the Percent for Art Liaison in the Office of Creative Services, Architecture + Engineering Division of the NYC Department of Design and Construction. She is the contact person for the NYC Department of Cultural Affairs and is responsible for managing DDC's public art portfolio throughout the project life cycle. This is a multi-agency, collaborative process that brings artists into capital building projects to enrich the City's streets and public buildings. There are currently about 15 active public art projects. Additionally, she manages a staff of graphic designers developing agency graphic collateral material, exhibitions, and maps using Geographic Information Systems. She is currently pursuing a master's degree in 'Product Architecture and Engineering' at Steven's Institute, Hoboken, NJ, and is an avid scuba diver.

### *Photography for the Seas: An Exhibition*

#### **Dr. Linda Tway/Coordinator**

Linda Tway holds a Ph.D. in Interdisciplinary Sciences (with majors in Biology and Geology) and was affiliated with University of California's Scripps Institution of Oceanography for 16 years, initially as a Post-Doctoral Research Scientist and later as a Visiting Scholar and consultant in Marine Science Research. She also worked for more than 15 years with Scripps' Steven Birch Aquarium in the role of education outreach leading field trips and served as science liaison for a major event for science writers and editors from major publications including *National Geographic*, *Time Magazine*, *The New York Times*, and the *Washington Post*. She has been the recipient of more than 20 awards for research and scholastic achievement. Dr. Tway has written extensively for the scientific, technical, and lay audience including nearly 40 publications and three books, one of which focuses on California's intertidal environment. She was featured on Joan Embery's TV program, "Wild San Diego," and her publications included many of her own marine photographs that have also been cited and used by many oceanographers. Currently, Dr. Tway is Visiting Professor and Coordinator of Environmental Studies at Ringling School of Art and Design in Sarasota, Florida, and serves as Coordinator of Educational Outreach in Marine Sciences for New College of Florida.

## *Decision-Making Challenges of Ocean Sustainability: A Computer Game*

### **Ben Sawyer/Coordinator**

Ben Sawyer is the president of Digitalmill, a company in Portland, Maine that helps organizations understand the games industry, game culture, and the use and implementation of games beyond entertainment purposes. His firm has worked with the Alfred P. Sloan Foundation, Intel, the Woodrow Wilson International Center for Scholars, Pearson Publishing, and The Robert Wood Johnson Foundation on developing award-winning game titles and projects including: Games for Health Project ([www.gamesforhealth.org](http://www.gamesforhealth.org)); co-founder of the Serious Games Initiative ([www.seriousgames.org](http://www.seriousgames.org)); "Virtual U" project ([www.virtual-u.org](http://www.virtual-u.org)), a game that simulates the management of a major U.S. four-year, higher-education institution; and "Project:Connect" (<http://tp.dmill.com>), a game about the science of modern day telecommunications for middle-school students, sponsored by the TelecomPioneers. Mr. Sawyer is also the author of over ten trade paperback books on a variety of technical topics including: game development, game culture, digital music, online broadcasting, e-commerce, and computer graphics, for which he has received award recognition. Earlier in his life, Mr. Sawyer was a paid national campaign field staffer, congressional campaign manager, and a lab technician/IT specialist based at The New York State Psychiatric Institute, Columbia Presbyterian Hospital, NYC. Ben spends his free time playing a wide range of computer and videogames and exploring Maine's many coastal communities and islands where he is an avid sailor.

<http://www.dmill.com>

### **Design/Production of *Beneath-the-SEE* website & Promotional CD-ROM**

**Jonah Sachs** is a principal in and Co-founder of Free Range Graphics, an advertising, design, and communications firm based in Washington, DC. His pioneering communications work has helped hundreds of progressive non-profits break through the media din with strategic, inspiring messages. Jonah's visionary use of Flash animation has been featured on dozens of top TV networks (e.g. CNN, Fox News, MSNBC) radio networks (e.g. NPR, CBC) and newspapers (e.g. New York Times, Washington Post, LA Times). In 2001, Jonah was named one of "The Thirty People Saving the Earth" by Shift magazine. In 2004, Food and Wine Magazine featured him as a "2004 Tastemaker" for thinking up the most successful Flash advocacy movie in the history of the web, "The Meatrix" (thematrix.com). Along with partner Louis Fox, Jonah is widely considered a leader in the powerful new movement to spread progressive political and social messages through use of the Web. Jonah earned a B.A. in American Studies from Wesleyan University.

<http://www.freerangegraphics.com>

### ***Beneath-the-SEE* Marketing and Media Campaign for NYC Launch Event**

**Michael Savino** is the founder/President of Headline Communications. He received his BA in Communications at the University of Dayton, OH; his MA in Communications, New York Institute of Technology; and earned 16 credits in aquatic/biological sciences at the Suffolk County and Nassau County community colleges. [He is also a licensed scuba diving instructor!] Michael brings a broad perspective of experience: freelance writer and photographer; reporter and editor for a weekly newspaper; the Director of Public Information for a Central School District; Director of Communications for Super Teams Ltd., a U.S. DOE-affiliated training/education organization; Public Relations Officer for the Bureau of Manhattan Community College; Manager of Public Affairs, the New York Aquarium; and Director of Marketing and Communications, the New York Hall of Science. He has received many distinguished awards: 2003 BOLI Award — Best of: Annual Report Category, and a Silver Award: TV PSA; 2001 Summit Awards — out-of-home advertising campaign: "The Fun Goes to Your Head"; 2000 Silver Microphone Award — national finalist radio advertising spot: "Imagine." As of January 1, 2005, Michael has resumed his own marketing & communications consulting firm that develops marketing strategies and media relations campaigns, plus writing and editing for publications and the Web. He also teaches news writing and reporting as an Adjunct Instructor at Dowling College, Oakdale, NY.

<http://www.headlinecommunications.net>

## **Developer of Evaluation Instruments & Evaluative Report on *Beneath-the-SEE***

### **Eric Graig**

Eric Graig is founder and president of PolyMath Research and Consulting, a firm specializing in research and evaluation for the non-profit and foundation sector. He holds a Doctorate in Social Psychology from the City University Graduate Center. With over ten years of experience designing, managing and implementing a wide range of research studies including projects for: the United Way of New York City, as the Research Director on a \$300,000 project pertaining to Rural Poverty in the Western United States, an afterschool program for Junior Achievement of New York City. Prior to establishing PolyMath, Graig was the Director of Research at the Beacon of Hope House, an agency that provides residential services to people recovering from mental illness. In all this work, his focus is strategic and oriented towards developing the actionable knowledge necessary for long-term organizational improvement. His undergraduate degree includes a minor in studio art, and prior to attending graduate school he was an editorial fashion photographer in New York City. Dr. Graig lives in New York City, is a sailor with a 32-foot boat in Eastern Long Island Sound, and is especially interested in issues of marine ecology.

## **Special Advisor to *Beneath-the-SEE***

### **Leonard Sonnenschein**

When Leonard Sonnenschein was only eight years old he knew what he wanted to do...build a public aquarium for the St. Louis Metropolitan area. This aquarium, which first opened in 1993 after servicing over 250,000 area youths since 1990, based upon an identified needs analysis, has expanded its realm from the St. Louis Children's Aquarium to become the World Aquarium in 2005. This modern public aquarium houses over 100,000 gallons of living exhibits representing the biodiversity of the world. The Aquarium's commitment to conservation through public education, governmental and non-governmental involvement, as well as field and applied research, allows for the organization to be among the world's leading institutions in establishing pragmatic change for protection and conservation of our world's living aquatic resources. Sonnenschein is well published in these areas and maintains course involvement through internship programs operated at the World Aquarium with over 20 universities.

<http://www.worldaquarium.net>

## **Special Advisor to *Beneath-the-SEE***

### **Dr. Marcia Rudy**

Marcia Rudy is VP, Public Programs and Special Events at New York Hall of Science. For the past twelve years, she has been responsible for overseeing public programs and special events for the general public (preschool through seniors), including traveling exhibitions, Preschool Science, Science Birthday Parties, Discovery Days, and Sleepovers. In addition she oversees the development and implementation of art/science/technology exhibitions and programs. Before coming to the New York Hall of Science, Dr. Rudy taught high school English and Science and worked in educational television. Her M.A. and Ph.D. degrees are in Science Education. Dr. Rudy is on the boards of the, Museums Council of New York City, Art & Science Collaborations, Inc., the Council of Protocol Executives, and the Queens County Farm Museum.

<http://www.nyscience.org>