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SCI-Arc's Main E-vent 2020 Promises a Virtual Fête Unlike Any Other

Los Angeles, CA (April 9, 2020) – In the midst of unprecedented global challenges, SCI-Arc is proud to announce that its annual fundraising gala and exhibition preview Main Event is now Main E-vent, a lively and spectacular virtual affair to which guests from all over the world are able to attend. Kicking off May 2 at 6:00 pm, Pacific Standard Time, Main E-vent will feature a live online dance party with DJ, digital

cocktail lounge experiences, prize drawings, and other surprises, as well as a showcase of outstanding student work, all to support the SCI-Arc Scholarship Fund.

In addition to a stunning celebration of SCI-Arc's continued excellence in providing the highest quality architectural education, Main E-vent previews the newest and strongest work from SCI-Arc's undergraduate, graduate, and postgraduate programs in *Spring Show*. Bold displays of design studio projects from each of the school's programs will be presented in a dynamic and unexpected environment highlighting the aesthetic power of current architectural experimentation at SCI-Arc. This year, *Spring Show* will be reinvented in ways never done before, complete with a full-scale, radically experiential, live-broadcast exhibition of student projects guaranteed to awe and impress.

Curated by History + Theory faculty member John Cooper, in conjunction with Main E-vent 2020, this iteration of *Spring Show* will include avant-garde new work from students, demonstrating the school's deep and lasting drive to innovate the medium of architecture. Attendees of Main E-vent and *Spring Show* will be able to engage live with student work from all of SCI-Arc's programs and studios—including 3D models, digital drawings, animations, film, augmented and virtual reality, publications, and more—through online gallery platforms. Throughout the event, live chat interfaces will enable ticket holders to interact not only with the work of SCI-Arc students, but the students themselves, as well as school faculty, leadership, and distinguished guests.

As one of the world's preeminent experimental institutions pushing the boundaries of architecture and digital media, SCI-Arc's Main E-vent presents the perfect opportunity to explore and discover student work in innovative ways while supporting the most talented and committed students from around the globe. While enjoying the fruits of SCI-Arc's academic and discursive labor from over the past year, guests of the gala can experience this special, one-night opportunity to connect with the latest work coming from SCI-Arc.

Participation in Main E-vent directly aids SCI-Arc students, and continues to make accessible SCI-Arc's unparalleled education by activating the next generation of architects to approach the world's complex problems with creativity, courage, perspective, and innovation.

SCI-Arc is dedicated to empowering students to challenge the rules, push the limits, and redefine architecture as a discipline. Main E-vent 2020 will revel in the rigorous, unparalleled architectural thinking for which SCI-Arc has always been, and continues to be, known.

To purchase tickets or participate as a sponsor, visit sciarc.edu/mainevent.
For additional information contact development@sciarc.edu.
For sponsorship information contact natasha_neufeld@sciarc.edu.

About SCI-Arc
Southern California Institute of Architecture (SCI-Arc) is dedicated to educating architects who will imagine and shape the future. It is an independent, accredited degree-granting institution offering undergraduate and graduate programs in architecture. Located in a quarter-mile-long former freight depot in the Arts District in downtown Los Angeles, the school is distinguished by its vibrant studio culture and emphasis on process. SCI-Arc's approximately 500 students and 80 faculty members, most of whom are practicing architects, work together to reexamine assumptions, create, explore, and test the

limits of architecture. SCI-Arc faculty and leadership have garnered more than 500 national and international design awards and recognitions, including Progressive Architecture awards, American Institute of Architects (AIA) awards, and the prestigious Jencks and Pritzker architecture prizes. In *DesignIntelligence*'s 2019 US survey, SCI-Arc ranked #2 in Design Technologies, #3 Most Hired From, and was top ten among the nation's Most Admired Undergraduate Programs in Architecture. SCI-Arc is located at 960 E. 3rd Street, Los Angeles, CA 90013. www.sciarc.edu