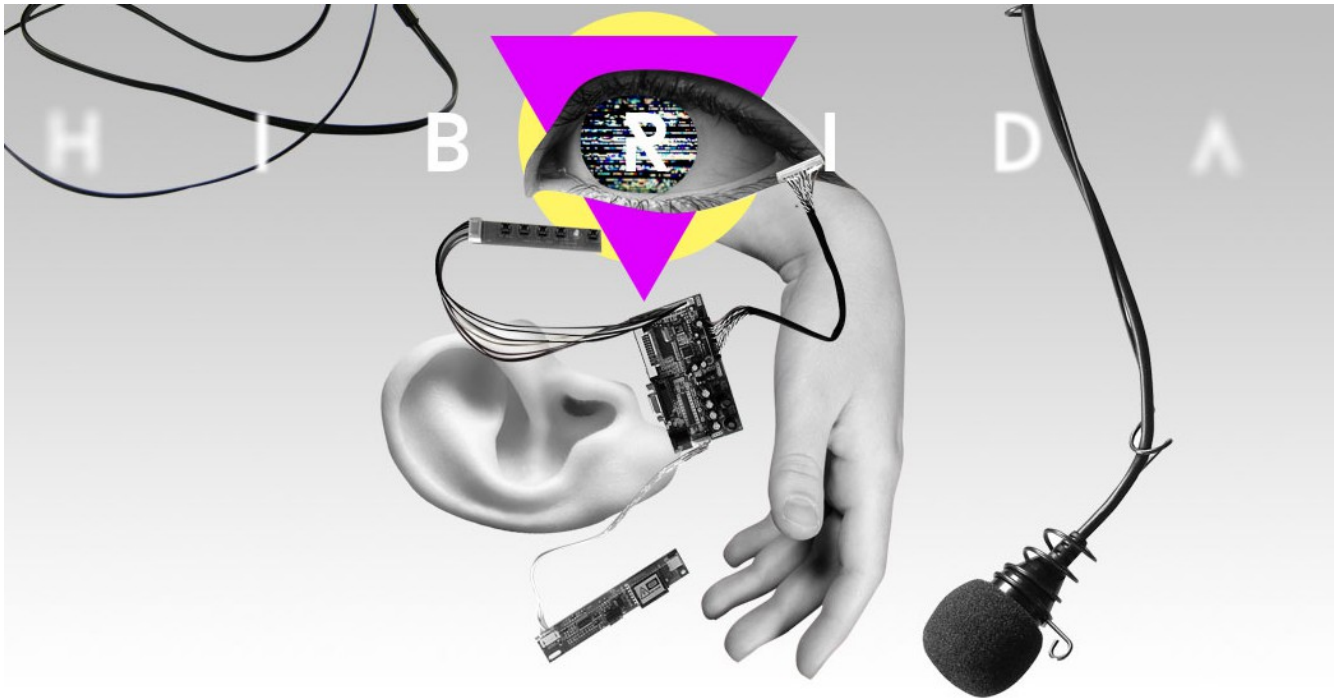


## PRESS RELEASE – HIBRIDA PROJECT

Project website <<http://www2.eca.usp.br/hibrida>>

Project calendar <<http://www2.eca.usp.br/hibrida>>

Contact <[projeto.hibrida@gmail.com](mailto:projeto.hibrida@gmail.com)>



To extend the human perception, such as senses like sight, hearing and touch, is something commonly associated with superheroes, but this goal gets a technological character and artistic reflection with the project "Hybrid : experimental prototyping in perceptual magnifiers".

This is a project to promote the production and technological innovation with the resources we have available in the market. A project to promote meetings and connections between: prototyping actions in an experimental electronic laboratory; conversations about art, science and biotechnology, and practice of body consciousness with perception magnifying devices build during the prototyping lab.

The project begins in Brazil ( University of São Paulo-USP between March 17 and May 2, 2014 ) and ends in Mexico ( Universidad Autonoma de Mexico - UNAM between May 12 and June 28 ) .

Here in Brazil, the lectures (conceptual axis) will be held at *Paço das Artes* on Fridays between 9 -13h . The experimental laboratory will take place from Monday to Thursday at InovaLab - Poli.

To create connections, to increase the power of these ideas, to discuss the role of the body in the midst of innovations (bio) technology are core ideas to the project .

Lectures and workshop activities are open and free.

Laboratory activities will be limited to participants who have enrolled in public call in January.

The lectures will give a theoretical support to the lab. It will be a place for deepening the discussions in a technical and poetic form. It is a challenge to gather such distinguished professionals in the same project, it is bold because it takes us out of our comfort zones, urging us to go beyond our expectations .

It is also why these meetings are open to the public. Everyone is invited, welcome free of charge, even those who live out of town or those who have specific interest in a certain topic can also be part of the project somehow.

### **Detailed schedule follows**

#### **Laboratory InovaLab - March 17 to May 2 /2014**

Class 1 : Mondays and Wednesdays from 19 to 22h

Class 2 : Tuesdays and Thursdays from 9 -12pm

#### **Lectures ( theoretical axis ) - Paço das Artes**

##### **March 21**

9 -11pm How to listen? A physiological overview, with the surgeon Luiz Carlos Barboza Jr

11 -13h cognitive Listening with the cognitive scientist and musician Sérgio Basbaum

##### **March 28**

9 -11pm How do we see? A physiological overview, with the surgeon Christina Joselevitch

11 -13h photometrics - a perspective view of devices, with the researcher Vince Balázs Nagy

##### **April 4**

9-11 Biomecatronics, structures for bodies, with the engineering professor Arturo Forner-Cordero

11 -13h poetic structures, with the multimedia artist Guto Nobrega

##### **April 11**

9 -11am Systems subversion, with the multimedia artist and curator Marcus Bastos

11 -13h biotechnology, with biotechnologist Andrés Ochôa

##### **April 18-20**

9 -13h Special Workshop about body perceiving with devices developed in the lab, with choreographer Alejandro Ahmed