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Contact:

Dr. Susan R. Atlas

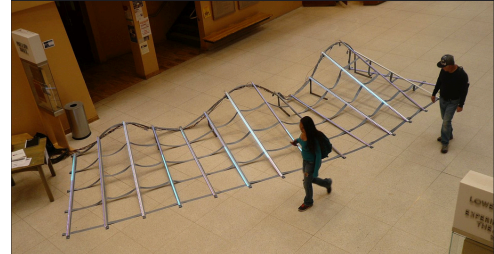
Center for Advanced Research Computing

Phone: 505.277.8249

Fax: 505.277.8235

director@carc.unm.edu

www.carc.unm.edu



**Social Media Workgroup Installs
Interactive *Rain* Exhibition in CARC Gallery**

Albuquerque, NM, July 10, 2014 -- This summer, Social Media Workgroup (SMW), a research group led by SMW Director and Mesa del Sol Endowed Chair of Digital Media, Dr. Andrea Polli, will install an interactive LED light piece in the Center for Advanced Research Computing (CARC) Gallery. The installation, titled *Rain*, was previously exhibited as a floor sculpture at the University of New Mexico Center for the Arts, outside of Popejoy Hall and will be displayed vertically as a wall piece in the CARC Gallery from mid-July through September, as part of the current *SHADE* Exhibition.

The Associated Students of the University of New Mexico (ASUNM) house for the Solar Decathlon competition, *SHADE* (Solar Homes Adapting for Desert Equilibrium,) is the installation piece currently on display at CARC. It will remain partially exhibited along with *Rain*, as both relate to Solar Decathlon, an award-winning program that challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive.

Rain is an interactive installation involving smartphones and a large-scale LED array that is being designed and created by the UNM Social Media Workgroup (SMW) directed by Polli as part of the NSF Sustainable Energy Pathways in Engineering and Technology (SEPTET) project, PI Olga Lavrova.

The responsive LED system was first used to display energy gathering at the UNMASU Soar Decathlon House at Mesa Del Sol in March 2014, and the technology was further developed for UNM's Arts Unexpected 2014. With this version, visitors texted 'rain' to a cell phone number to receive a series of questions about energy. The LED array responded to user's answers with various animations. The CARC Gallery installation provides an opportunity for the SMW team to develop the

system for public presentations in Taos for Paseo and at the Balloon Museum for Balloon Fiesta, both in Fall 2014. The SMW team includes graduate research students Russell Bauer (installation and electronics), Eric Geusz (programming and electronics), Kevin Bott (programming and electronics), Staci Page (installation), and Jared Rendon-Trompak (video).

CARC is thrilled to provide resources and space to enable excellence in learning for all students.

For more information about Social Media Workgroup (SMW), visit:
<http://socialmedia.hpc.unm.edu>.

For more information on the CARC Gallery or the Center for Advanced Research Computing, visit www.carc.unm.edu or contact the director, Dr. Susan R. Atlas at director@carc.unm.edu

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