

Contact: Sandy Todd
Tel: 407-646-1595
Email: stodd@rollins.edu



FOR IMMEDIATE RELEASE

September 3, 2010

MASTER/Plan: Visionary Architects and their Utopian Worlds

September 11, 2010 through December 23, 2010

WINTER PARK, FL – The Cornell Fine Arts Museum at Rollins College announces the opening of *MASTER/Plan: Visionary Architects and their Utopian Worlds*. Sustainable architecture, urban planning, and utopia are explored in an exhibition of models, drawings, and animations by six leading contemporary architects (Paolo Soleri, Adrian Smith + Gordon Gill Architecture, Michael Graves, Morris Adjmi, Geoffrey Warner of Alchemy Architects, and Chad Oppenheim). This exhibition sheds light on the creative and practical processes involved with community planning today. Visitors will be able to design their own utopian city using an interactive display by Alchemy Architects.

Complementing the exhibition is an architecture film series, which will take place Wednesday, September 22 and Wednesday, October 6 at 7:00 p.m. The film series is free and open to the public, and will be shown at the Bush Auditorium at Rollins College. Also accompanying *MASTER/Plan: Visionary Architects and their Utopian Worlds* is a panel discussion, which will take place Wednesday, November 10 at 6:00 p.m. in the Tiedtke Concert Hall at Rollins College. Panelists will be joined by a Rollins faculty member from the new Masters of Planning in Civic Urbanism program.

MASTER/Plan: Visionary Architects and their Utopian Worlds is an exhibition organized by Biennale O, a non-profit organization founded for the purpose of curating, organizing and sponsoring architectural and design exhibitions. The founders of the organization, Walt Geiger, Design Principal, Leo A. Daly Architects; David Stofcik, Director of Master Planning and Urban Design for Walt Disney Imagineering; Mark Cosgrove, Principal of Cosgrove & Company; and Theo Lotz, Director of Flying Horse Press at the University

of Central Florida bring unique talents to this undertaking, but the underlying purpose of their efforts is to bring the best of architecture and design to a forum that will inform, engage and begin a dialogue within the community. Hopefully, the lasting result will be a greater appreciation of and a demand for good architecture and design in the community as well as inspiration for the next generation to participate in or to be the new advocates of the architectural profession at large.

Gallery hours: Tues. – Sat. 10:00 am to 4:00 pm., Sun. 1:00 to 5:00 pm.
Admission: \$5.00 for adults. FREE to CFAM members, Rollins College faculty, staff, all students with current ID, and children. The Cornell Fine Arts Museum is located on the campus of Rollins College near downtown Winter Park. For additional information please call 407-646-2526 or visit our website at cfam.rollins.edu.

###

CORNELL FINE ARTS MUSEUM
Rollins College
1000 Holt Avenue • Winter Park, FL 32789
T. 407-646-2526 • F. 407-646-2524 • cfam.rollins.edu