

## **PRESS RELEASE**

**MAY 16, 2017**

### **Projecting the Past: A Century of Davis in Light**

Join us for a multimedia walking tour of community and history in Downtown Davis to celebrate 100 years of the city. The experience begins at sundown in Central Park.

**Friday, May 26, 2017**

**9:00–11:00 p.m.**

Tour stops include:

1. Davis Farmer's Market
2. Armadillo Music
3. The Dresbach-Hunt-Boyer House
4. Varsity Theater
5. Boys Scout Cabin
6. Davis Subway
7. Railway Station (Southern Pacific Depot)
8. Old Davis City Hall

To coincide with the Davis Centennial Celebrations, students from the DES 187 Narrative Environments course in the UC Davis Department of Design have created eight projected media interventions for downtown Davis locations. The interventions respond to an historical site and its architectural characteristics, or aspect of the Davis community. Each of the two-minute media projections will engage the general public in stories connected to 100 years of the city of Davis.

Davis, California grew into a Southern Pacific Railroad depot built in 1868. It was then known as "Davisville", named after Jerome C. Davis, a prominent local farmer. However, the post office at Davisville shortened the town name simply to "Davis" in 1907. The name stuck, and the city of Davis was incorporated on March 28, 1917. From its inception as a farming community, Davis has been known for its contributions to agricultural policy along with veterinary care and animal husbandry. The University of California's University Farm, officially opening to students in 1908, was upgraded into the seventh UC general campus, the University of California, Davis, in 1959.

We refer to modes of exhibition interpretation that use passive physical elements, such as sound and light to deliver content as "sensory". These techniques use a highly emotive form of communication that can transcend multiple languages, cultural identities, and demographic forces. Multi-sensory experiences include audio explanations, film and video, sound and light shows, and the properties that stage an environment such as color, smell, texture, and scale.

This project was authored, designed and produced by students participating in the DES 187 Narrative Environments course working with Professor Tim McNeil and Teaching Assistant Jennifer Cadieux. Narrative environments are public spaces that are designed to communicate a story, deliver a message, provide entertainment, create a sense of place, or sell a product. Examples include exhibitions (museum or tradeshow), transaction experiences (store or restaurant), entertainment venues (theater or theme park), or events (interventions, festivals or parties). Designers for these spaces are articulate storytellers who use creative strategies to engage, inform and entertain multiple types of audiences.

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